YURI ZHANG

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EDUCATION

University of Hong Kong (HKU)   **Hong Kong SAR**
Master of Science in Business Analytics   *08/2021 – 11/2022*
- Awards: Dean's Honours List, Entrance Scholarship (Top 5%), Merit-based Scholarship (Top 10%),
- Main Coursework: Business Statistics, Quantitative Analysis, Machine Learning, Forecasting Analytics, Prescriptive Analysis
- On-Campus Work: Teaching Assistant for Python Programming for Managers and Strategists during the 2022 Spring Semester

Beijing Normal University (BNU)   **Beijing, China**
Bachelor of Economics in Finance   *09/2017 – 06/2021*
- Awards: 2018 **National Scholarship** (Top 1%), BNU First-Class Academic Scholarship (Top 10%) for 3 consecutive years
- Main Coursework: Probability Theory and Statistics, Calculus, Linear Algebra, Mathematical Modelling, Java, Econometrics
- International Study: 2019 Fall Semester Exchange in Finance and Economics at the **University of Manchester**; 2019 Summer School in Data Science and Machine Learning at the **London School of Economics and Political Science**
- On-Campus Work: Part-time Data Analytics Assistant at BNU Data Centre during the 2021 Spring Semester

PROFESSIONAL EXPERIENCES

Bureau Veritas   **Hong Kong SAR**
Data Analyst, Business Intelligence (BI) & Analytics   *09/2022 – present*
- Managed 20+ BI analytics projects for multiple use cases, worked with stakeholders to refine user requirements, collaborated with data engineers to develop and validate data sources, built data models in Tableau Prep and designed advanced Tableau dashboards to present clear user journeys and insights to various audience including external clients and internal colleagues
- Partnered with a data scientist to develop models in Python for evaluating supplier certification validity, applied an OCR model to extract text from pdf files and utilised Azure GPT4 model to reconstruct texts into key structured contents for verification
- Created advanced Tableau dashboards to automate the monthly business review PowerPoint presentations for all clients and simplify the data audit process, saving hours of manual work weekly for 120+ colleagues in client facing and operation teams
- Migrated 100+ excel-based reports from a legacy system to Tableau server in 2 months, established a field mapping library and produced training videos for 150+ users, ensuring seamless usability and data consistency post system decommission
- Utilised external data to design storyline and wireframes for new BI analytics products in collaboration with a UX designer

Mapxus   **Hong Kong SAR**
Business Analyst, HKU Business Analytics Capstone Project   *05/2022 – 06/2022*
- Evaluated the Brand Identification method for Point-of-Interest data collection, creating 3D indoor maps for two malls in HK
- Web scraped 33k+ shops in 1k+ shopping malls in HK from Google Maps to create a list of brand names with Python
- Developed a brand autocorrect algorithm using text similarity score to match correct brand names from texts extracted with OCR tool, tested for 2 malls, and improved the prediction accuracy of Brand Identification approach from 60% to 85%

University of Hong Kong   **Hong Kong SAR**
Research Assistant, HKU Business School   *01/2022 – 04/2022*
- Assisted introductory level Python course by offering in-class support, Q&A sessions, and tutorials to 40+ MBA students
- Designed and fine-tuned tutorial materials for Python applications including automating scheduled reports, data visualization (*Plotly*), web scraping (*Selenium*), text analysis (*nltk, scikit-learn*), image processing and object detection (*OpenCV*)
- Served as an advisor to a team of 5 MBA students for their final project on building a user-friendly financial analyser in Python and facilitated regular project meetings, ultimately leading the project to secure first place in the class

Amazon Web Services   **Beijing, China**
Business Analyst Intern, AWS Business Operations Team   *06/2020 – 12/2020*
- Developed 5 Excel dashboards for tracking sales performance and implemented 10+ new features to enhance user experience
- Created VBA tools to automate routine data preparation process and substantially reduced manual work up to 6 hours per week
- Built and maintained customized internal sites with 30+ pages using HTML and CSS, used daily by management and sales
- Coached new intern with no background on Excel skills to get up to speed in dashboard building in less than 2 weeks

Xiaomi Technology   **Beijing, China**
Business Analyst Intern, Global Monetization Team   *03/2020 – 05/2020*
- Provided data-driven insights to potential clients by analysing historical mobile app usage data to identify patterns and trends
- Produced 15+ sales proposals and market research and helped achieve a partnership with one of the top financial apps in Spain
- Partnered with ad distributors in India and launched 10+ ad campaigns targeting South Asia with a total budget of $20,000+
- Utilised Google Ad Manager and SQL queries to extract data and consistently provided daily KPI tracking reports to clients

SKILLS

Tools: Tableau, Python, SQL, VBA, R, Power BI, Microsoft Office, Power Automate, Jira, Figma
Language: English (professional), Mandarin (native), Japanese (beginner)