

ZHAOHONG ZHANG

Data Analytics student seeking Spring 2023 internship



EDUCATION

2022–
Current

Tufts University

MS Candidate in Data Analysis

Medford, MA

2018–
2022

Northeastern University

B.A. in Finance

Boston, MA



PROFESSIONAL EXPERIENCE

January
2022 –
June
2022

E-commerce Coop (Category Management Specialist)

Wayfair Inc.

Boston, MA

- Utilized Looker, Google Data Studio, and other big data analytics platforms to build dashboards, analyze monthly performance, and help develop insightful visualizations for the bedding category
- Conducted research and reports of main competitors (Pottery Barn, Serena & Lily, Ballard Designs) to identify their showcasing and marketing strategy in the bath category
- Generated Business analysis report for Birch Lane team and identified top-selling SKUs in 2021 with Dash in Excel and Imagery Reporting Tool



PROJECTS EXPERIENCE

August
2021

Python Project: “The impact of Donald Trump’s election on the U.S. stock market”

Northeastern University

Boston, MA

- Extracted stock market returns surrounding the 2016 election from Yahoo Finance and divided the financial market into different sectors
- Calculated the abnormal return and cumulative return across periods, visualized the findings with Matplotlib, and wrote reports analyzing underlying reasons of market reaction

2015 –
2018

Python Project: “Sell in May and Go Away”

Tufts University

Medford, MA

- Calculated annual return of keeping money in the market and compared with applying “Sell in May”
- Visualized data comparison by using Matplotlib and analyzed pros and cons while considering both efficient market hypothesis and practices



CONTACT INFO

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github.com/ZZH991018/

SKILLS

Experienced in running multivariate regression.

Microsoft, Python, R, SQL, Looker, Data Studio, MATLAB, ArcGIS Pro

Performing **data analysis**, with a focus on engineering models

Experienced in **data communication** and client relations

Machine Learning on cloud platforms (AWS)

Last updated on 2022-12-12.



SELECTED PRESENTATIONS

December
2022



DATA-200 Final Project

Presented a model for Airbnb price detection, and summarized main results and assumptions of the model to my cohort.

📍 Medford, MA