

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)



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