

Zhengmao Ye

Denver, Colorado • zhengmao.ye@du.edu • 720-998-8778 • linkedin.com/in/zhengmao-ye/ • github.com/ZhengmaoYe

TECHNICAL SKILLS

Languages: R, SQL, Python 3

Tools: Microsoft Excel, Tableau, Power BI, Visual Studio, Google Analytics, Google Ads, SQLite, SPSS

Other Skills: Data Analysis, Data Cleaning, Data Mining, Data Visualization, Data Warehousing, Data Modeling

PROFESSIONAL EXPERIENCE

A little Help – Denver, CO

September 2023 – Current

Data Analyst

- Gather data from Google Analytics and Google Ads and provide bi-weekly reports on page views/visitors through python.
- Meet with the marketing coordinator to discuss future possibilities. Using python web scraping skills, filter out error 404 pages record from Google Analytics and provide destination web pages that can help direct the visitor to the correct destination.

Engage Mobilize – Denver, CO

August 2022 – March 2023

Data Analyst Consultant

- Build the first Data Analysis model for an optimal routes project by collaborating with both MS SQL server and Python, which helped with arranging the human resources data from 1500+ Oil and Gas companies.
- Use advanced query with SQL server to obtain raw data from MS SQL Server and save all data in CSV files. Then analyze data by developing Python functions with packages including Pandas, Numpy, re, and itertools. The generalized codes can handle all possible future problems, which reduces manual checking by 60%.
- Use Google Map Direction API/Geocoding API data to measure the actual time cost for all tickets in various states. It deletes the false data and increases the data integrity by 40%.
- Write a python file that contains 10+ functions to perform data wrangling/analysis to the coordinates and remove outliers, which helps all the team members to reoccur the same outputs.
- Connect SQL server database with Python, which automatically updates the data and increases efficiency by 80%.

AgeWise Colorado - Denver, CO

June 2022 – Aug 2022

Data Analyst Intern

- From the Google Analytics Platform, derive information for over 500 web pages inside the company website. Store the data in multiple CSV files for analysis.
- Develop Python functions by applying Pandas and Numpy packages to find pages with the most views, so the company can provide better services to the elder people in Colorado.
- Generate reports based on requirements and report to the CEO. Collaborate with future possible website content.

University of Denver – Denver, CO

March 2022 – June 2022

Teaching Assistant – Business Databases

- Communicate with professors on commonly occurring problems and assist students with in-class materials and exams.
- Assist students with MS SQL Server code improvement, which increases their grades by 35%.

EDUCATION

University of Denver, Denver, CO

Aug 2021 -June 2023

MS in Business Analytics

GPA: 3.77

•*Relevant coursework:* Business Databases, Data Warehousing, Business Statistics, Optimization

University of Denver, Denver, CO

Aug 2015 – June 2021

Bachelor of Science: Chemistry

GPA: 3.32

CERTIFICATIONS

- Licensed Microsoft Office Specialist-Excel Associate - [10/28/2019]
- Licensed PCEP-Python Certified Entry-level Programmer - [10/21/2021]