ZHENYU (JOE) FAN

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PROFILE

Cross-functional MSBA student with a passion for analyzing data and extracting actionable insights. Seeking Data Analyst full-time job to fully utilize data analysis knowledge and experience through critical thinking & tireless innovative mindset.

SKILLS AND TOOLS

- **Core Competencies:** Python, R, MySQL, SQL, Cypher, Neo4j, Cloud Computing (AWS Certified Cloud Practitioner).
- **Data Analysis Expertise:** Machine Learning (sklearn, GCP ML), A/B Testing, Experimental Design, Text Data Mining (NLP).
- **Data Visualization:** Matplotlib, Seaborn, Plotly, Ggplot, Tableau, Kepler.gl, Data Illustrator.

EDUCATION

University of California, Davis, Graduate School of Management San Francisco, CA
Master of Science in Business Analytics (3.93/4.00) and Member of Beta Gamma Sigma Sep 2018 – Present
Highlighted Coursework: Data Management & Visualization, Big Data, Data Design and Representation, Statistical Reasoning and Exploration, Advanced Statistics, Machine Learning, Analytic Decision Making, Application Domains, Organizational Effectiveness.

Central University of Finance and Economics, School of International Trade and Economics Beijing, China
Bachelor of Economics (3.67/4.00) Sep 2014 – Jun 2018
Highlighted Coursework: Calculus, Linear Algebra, Probability and Statistics, Statistics, Econometrics, Database Management.

PROFESSIONAL EXPERIENCE

Engage3 San Francisco, CA
Data Analyst, Practicum Project Sep 2018 – Sep 2019
Engage3 helps retailers enhance P&L performance through localized competitive intelligence and optimized pricing strategies.

- Conducted analysis for Engage3's clients' business data and designed the control/treatment group for further price optimization.
- Applied Python and SQL to extract retail stores' data from Snowflake and performed ad-hoc analysis to support decision making.
- Analyzed time-series pattern of stores' sales data of 5,000 products in 100 stores over three years by exploratory data analysis, increasing 20% accuracy of Engage3's internal time-dependent-demand forecasting model.
- Developed clustering algorithm to measure similarities among stores and assigned stores into control/treatment groups to perform A/B testing for price recommendation validation, which saved 40% budget of the sales team.

Minsheng Security Company Beijing, China
Data Analyst Intern Oct 2017 – Jan 2018
Minsheng Security Company helps clients identify trends and provides business insights about real estate's financial market.

- Worked in real estate group with data analysts to collect housing data and explore housing price trends in different areas.
- Extracted 100,000+lines of housing data by web scraping in Python and conducted descriptive analysis using Python and Tableau.
- Built up the ARIMA model with least AIC in Python to make predictions for Beijing's housing price.
- Provided insights in weekly reports, finished five quarterly reports individually, and increased revenue by approximately 10%.

Accenture Beijing, China
Business Analyst Intern Jul 2017 - Oct 2017
Client: Meituan-Dianping, Chinese largest online and on-demand delivery platforms.

- Developed and configured ERP database system based on business requirement analysis and analyzed data's structure by SQL.
- Facilitated ERP development by conducting use case analysis and drawing 200+ e-business data flows.
- Tested ERP and uncovered 150+ data flows' errors;passed to engineers by Jira for improvement and improved efficiency by 30%.

PROJECTS

How to provide customized therapies for any given patient? – Barco Lung Cancer Data Hack. Apr 2018

- Explored patients' demographic and clinical data, with the goal of building a treatment recommendation system.
- Cleaned patients' data in Python, applied Tableau to perform descriptive analysis, and conducted feature engineering in Python.
- Built up the recommendation system based on Euclidean Distance and expedited the patient case study by 25% in Barco.

How to predict restaurants' stars – Machine Learning of Yelp Customer Reviews Mar 2019

- Analyzed Yelp customer reviews (NLP) and determined the best model to predict restaurants' stars based on text information.
- Designed word clouds and visualized word frequencies with Python to dig out keywords in reviews for further suggestions.
- Built up Multinomial Naïve Bayes pipeline to forecast restaurants' stars based on customers' reviews with 94% accuracy.