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 – Aug 2019
Highlighted Coursework: Data Management & Visualization, Advanced Statistics, Machine Learning, Analytical Decision Making.

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 1M 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, assigned stores into control/treatment groups to perform A/B testing for price recommendation validation, and built up data pipeline to create performance reports, 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.