

ZHENYU (JOE) FAN

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PROFILE

Cross-functional MSBA student with a passion for analyzing data and extracting insights. Seeking Data Analyst (Scientist) full-time job or internship to fully utilize and merge business analysis knowledge and data analysis experience.

SKILLS AND TOOLS

- **Core Competencies:** Python, R, MySQL, SQL, BigQuery, Snowflake, TensorFlow, Cloud Computing (AWS CLP).
- **Data Analysis Expertise:** Machine Learning (sklearn, AutoML), A/B Testing, Experimental Design, Text Data Mining (NLP).
- **Data Visualization:** Matplotlib, Seaborn, Plotly, Ggplot, Tableau, Kepler, Data Illustrator.

EDUCATION

University of California, Davis, Graduate School of Management

San Francisco, CA

Master of Science in Business Analytics

Sep 2018 – Jun 2019

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

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 – Aug 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 explore snowflake, extract retail stores' business data, and clean raw data.
- Conducted feature engineering and exploratory data analysis to dig out trends and cycles of stores' historical revenue and margin.
- Created c/t group using strategic values of stores and clustering algorithm for A/B testing and validating price recommendations.
- Completed detailed whitepaper as documentation about the process of designing c/t group.

Minsheng Security Company

Beijing, China

Data Analyst Intern

Oct 2017 – Jan 2018

Minsheng Security Company helps clients dig out the financial market of real estate and provides business insights about the performance of the financial market.

- Worked in real estate group with data analysts to collect and explore housing price trends in different areas.
- Collected data and conducted analysis on 100,000+ lines of housing price in Beijing by using Python technique and made predictions for Beijing's housing price with time series analysis (ARIMA).
- Provided insights in industrial reports and designed a set of Excel sheets to realize automatic update of calculation and plots.

Accenture

Beijing, China

Business Analyst Intern

Jul 2017 - Oct 2017

Client: Meituan-Dianping, the Chinese biggest online and on-demand delivery platforms.

- Developed and configured ERP database system based on the needs of clients and analyzed data's structure by using SQL.
- Drew e-business data flows by assembling purchasing, financing, logistics, and sales data and verified them with clients.
- Tested the preliminary ERP using data provided by the client and uncovered more than 200 queries.

PROJECTS

How are our customers thinking about us? - SNP Feedback Analysis

Dec 2018

- Explored SNP feedback data and aimed at improving SNP's courses and finding more opportunities.
- Leveraged Python's NLP packages to perform text analysis (word frequency and sentiment analysis) and dig out patterns behind feedback data, and accomplished user interface codes to realize automatic analysis.
- Applied Tableau to get dashboards for further data analytics and provided suggestions for SNP's courses and potential chances.

Choose better house in a convenient way - Visualization of Zillow Housing Data

Dec 2018

- Visualized housing data around Los Angeles and realized data visualization to show detailed information.
- Leveraged Python to clean housing data for further exploration, applied Kepler to visualize data on geographical map.
- Designed heatmap based on detailed information of houses (i.e., housing price, number of bedrooms and restrooms) to help customers choose most suitable houses.