Zhenyu (Joe) Fan

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PROFILE

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

SKILLS AND TOOLS

* **Programming Languages:** Python, SQL, R, Linux, NoSQL, Cypher, Neo4j, AWS (Certified Cloud Practitioner).
* **Data Analysis/Science Expertise:** Data Visualization (Tableau), Machine Learning (sklearn, GCP ML), A/B Testing.
* **Data Tools:** Airflow, MongoDB, Redshift, Hadoop (Treasure Data), Google Analytics.

EDUCATION

**University of California, Davis, Graduate School of Management** San Francisco, CA

***Master of Science in Business Analytics (3.91/4.00) and Member of Beta Gamma Sigma*** Sep 2018– Aug 2019

*Highlighted Coursework*: Advanced Statistics, Machine Learning, Data Management & Visualization, 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 (I & II), Linear Algebra, Probability and Statistics, Statistics, Econometrics, Database Management.

PROFESSIONAL EXPERIENCE

**Wish** San Francisco, CA

***Data Analyst, Data & Relevancy*** Sep 2019 – Present

* Created ETL (Cron) and data pipelines (Airflow) using SQL, NoSQL, and Python to build SQL based table for further analysis, and provide recurring files for Revenue and Merchant Payments team, improving data accuracy and working efficiency by 50%.
* Designed A/B testing to explore new programs’ effects (e.g. Pay half later) and support the implementation of various programs.
* Developed Tableau dashboards for Finance team to monitor various metrics (balance, refund rate, GMV, etc) related with merchants and supported decision making of merchants’ new programs (e.g. faster payment for top merchants).
* Cooperated with Product team to analyze new features (e.g. tax settings) of merchant dashboard by defining multiple metrics.
* Led Business Intelligence program by applying Tableau to implement multiple monthly reports, validate merchant disbursement every cycle, and perform data quality analysis, making the Accounting team realize 70% of BI.

**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 and increased 50% efficiency in the data science 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%.

PROJECTS

***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.