

ZHOU YAO

0104284844 | S2177633@siswa.um.edu.my

EDUCATION

2023-2024 **University of Malaya**
Kuala Lumpur
Master of Data Science
Major: Principle of Data Science, Data Analytics, Programming for Data Science

WORK EXPERIENCE

2023-Present **Data Analyst, ByteDance**

- Worked with a team of data analysts to perform data exploration, cleaning, and transformation using Python and SQL
- Conducted statistical analyses to identify patterns and trends in user behavior data, including clickstream, user demographics, and content engagement
- Assisted in the development of machine learning models for user segmentation and recommendation systems

Key Achievement

- Conducted an in-depth analysis of user engagement data for a new social media platform, which led to the identification of key features that were driving user adoption and retention, resulting in a 15% increase in user retention rate
- Assisted in the development of a machine learning model for user segmentation, which led to a 25% increase in the accuracy of personalized recommendations

PROGRAMME(s)

- Built a machine learning model for predicting lung cancer using a dataset from Kaggle
- Clean and preprocess the data by removing missing values, scaling the data for storck predict model.

SELECTED AWARDS

2023 awarded the Certificate of "Ethical Issues in Data Science" of University of Colorado Boulder of Coursera
2024 awarded the Data Science Certificate, University of Malaya, Kuala Lumpur
2024 awarded the Certificate of "Data Analytics" of DataCamp

ADDITIONAL SKILLS

IT SKILLS

- Programming languages: Python, R, SQL, Scala
- Data analysis and machine learning tools: Pandas, Scikit-learn, TensorFlow, PyTorch
- Data visualization tools: Matplotlib, Seaborn, Plotly, D3.js
- Databases: MySQL, PostgreSQL, MongoDB, Cassandra
- Statistical modeling and mathematics: Bayesian statistics, linear algebra, numerical optimization
- Business domain knowledge: finance, e-commerce, healthcare

PERSONAL TRAITS

- Strong problem-solving skills and attention to detail
- Excellent communication and collaboration skills
- Strong learning agility and a passion for continuous learning