Zhihan (Kay) Gao

404.661.8568

www.linkedin.com/in/zhihangao | https://zihg.github.io/ | https://public.tableau.com/profile/zihg#!

zhihan.gao@hotmail.com

EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL   Atlanta, GA

Master of Science in Business Analytics (MSBA) — STEM credentialed program   *May 2018*

- GMAT 740 (97th *percentile*) | GPA 3.71/4.00 | Student Ambassador

CENTRAL UNIVERSITY OF FINANCE AND ECONOMICS (CUFE)   Beijing, China

- B.Econ., International Trade and Economics (International Trade / Financial Risk Management)   *July 2017*
- GPA 3.7/4.0
- President of International Business Negotiation Association

DATA SCIENCE COMPETENCIES

Analytics Tools: MySQL, Python, R, Tableau, PowerBI, Looker, AWS, Spark, Jupyter, Google Analytics, Excel, PowerPoint

Techniques: Data Integration, Data Visualization, Report Automation, Machine Learning (Logistic Regression, Decision Tree, KNN, Naïve Bayes, Random Forest, Ensemble Methods, XGBoost), Statistical Modeling, Text Mining

EXPERIENCE

QGISTIX, LLC. | Company providing reverse logistics of low voltage electronics   Atlanta, GA

Business Analyst Intern   *06/2018 - Now*

- Designed and assessed report automation frame work; developed automation scripts using PySpark in AWS Glue
- Collected and updated employee efficiency data into MySQL database, which contributed to provide more accurate productivity statistics and to conduct labor cost analysis

PAIRES | Internet start-up providing short and long-term housing rental service   Beijing, China

Growth Analyst Intern   *10/2016 - 12/2016*

- Conducted market research to determine possible value propositions and positioning for Paires' accommodation service
- Performed survey data inspection and cleaning to ensure data integrity; converted data into actionable information that resulted in 100% positive customer feedback rate and drove 20% more sales
- Created dashboard in Looker to visualize visit traffic of promotional articles on social media, monitored marketing KPIs, and provided key insights to top management

CHINA GALAXY SECURITIES | Investment bank   Beijing, China

Sales Analyst Intern   *12/2015 - 02/2016*

- Accessed multiple data sources with SQL queries; identified the most potential customers for newly launched financial products; managed clients pitching process to promote products, resulting in 87% conversion rate and 2% lift in profit
- Visualized sales performance and customer satisfactions to manager in Excel to make sure business stay on track

ACADEMIC PROJECT

Emory University, MSBA Capstone Project   *01/2018 – 05/2018*

Provide recommendations for international logistics company to extend employees' average tenure

- Merged data from 147 data tables using SQL and R; incorporated statistics from United States Department of Labor to capture macroeconomic conditions; improved data quality by detecting data anomaly, cleaning missing values and adopting feature engineering; conducted explanatory data analysis by creating interactive dashboards in Tableau
- Developed algorithms using machine learning models (logistic regression, decision tree) with grid search to tune parameters to predict employee churn rate, achieved 0.98 AUC; conducted survival analysis to explore influence of time-dependent variables on employee turnover

Machine Learning & Data Visualization Project

- **Click-Through Rate Prediction**: Preprocessed imbalanced dataset using sample balancing (OverSampling, UnderSampling), and one-hot encoding; predicted clicks for online advertisements (over 30 million records) through random forest in Python (best logloss 0.44)
- **Customer Churn**: Predicted customer churn rate through implementing weighted ensemble classifier (Naïve Bayes, Lasso & Ridge Regression, XGBoost), achieving 0.93 AUC
- **Video Popularity Prediction**: Used text mining techniques (Natural Language Processing (nltk package) in Python) to process video tag data; built random forest model to predict popularity of YouTube videos
- **FIFA Players' Performance Visualization:** Created interactive dashboard on Tableau for users to search for FIFA players' position, demographic information, and game performance