

# Zhihan (Kay) Gao

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## EDUCATION

### EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL

Atlanta, GA

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

May 2018

- GMAT 740 (97<sup>th</sup> percentile) | GPA 3.71/4.00 | Student Ambassador

### CENTRAL UNIVERSITY OF FINANCE AND ECONOMICS

Beijing, China

- B.Econ., International Trade and Economics | GPA 86.90/100

July 2017

- President of International Business Negotiation Association

- Victoria University's English National Outstanding Student of 2015 (1 out of 3000)

## DATA SCIENCE COMPETENCIES

**Analytics Tools:** SQL, Tableau, R, Python, Excel, Hadoop, Spark, Hive, AWS, RapidMiner

**Techniques:** Data visualization, machine learning, marketing analytics, text mining, sentiment analysis, social network analysis, decision analytics and optimization

## ACADEMIC PROJECTS

- Capstone project (ongoing): Provide recommended solution for international logistics company to extend employees' average tenure; conduct data query (Amazon Athena and PostgreSQL), visualization (Tableau) and survival model (R)
- Visualized 'Top 100 CEOs Final 2016' dataset (R) – Insight: Most externally hired CEOs among the Top 40 performed better than internally promoted CEOs
- Explored 'College Grad Starting Salary' dataset (Tableau) – Insight: Graduates from women-dominate college majors tend to get lower worker salary | Created easy way to lookup FIFA football players' performance (Tableau dashboard)
- Predicted views of YouTube videos based on video tags; thus provided recommendation for video makers to create tailored videos that could help increase revenue (Natural Language Processing (nltk package) in Python)
- Built Spam-detecting machine learning classifier (Naive Bayes, Logistic Regression, Decision Tree, etc. in R)

## EXPERIENCE

**PAIRES** | Internet start-up providing short and long-term housing rental service

Beijing, China

*Marketing Analyst Intern*

10/2016 - 12/2016

- Analyzed short-term apartment rentals and hotel data; identified factors that influenced popularity of homestay business
- Collected and analyzed data through survey to provide insights into customer preferences; recommended suggestions to improve Paires' service, resulted in 100% positive customer feedback after implementing suggestions
- Led team of four to conduct competitor analysis by developing its operating model; developed market entry strategies, which opened a sizable new market and contributed about 1/6 of the whole revenue
- Researched key performance indicators related to the value proposition of Paires' accommodation service and determined its competitive position; published promotional articles on social media and organized advertising campaign in sponsored events

**CHINA GALAXY SECURITIES** | Investment bank

Beijing, China

*Financial Analyst Intern*

12/2015 - 02/2016

- Retrieved data from clients' database and identified the most potential customers for a newly launched financial product; managed clients pitching process to promote financial product, resulted in 96.7% conversion rate
- Graphed sales performance in Excel and maintained clients' database
- Provided consulting services for clients to help create financial plan; Educated clients on options trading and increased the option test pass rate from 93.3% to 100%; Grew customer base by guiding 36 clients to open margin/option accounts

## ADDITIONAL INFORMATION

- Founded International Business Negotiation Association in March 2016 and built core team of six people
- Team Captain: Won first place in national contest "BFSU CUP" Collegiate Invitational Contest for Future Top Business Negotiators
- Volunteer tutor for 5th grader for three months resulting in student's math grade increasing from 67 to 89
- Interests: Avid city runner, finished 2016 Beijing Marathon