Zhihan (Kay) Gao

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EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL | GPA 3.5/4   Atlanta, GA

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

- GMAT 740 (*97th percentile*) | Student Ambassador

CENTRAL UNIVERSITY OF FINANCE AND ECONOMICS (CUFE) | GPA 3.7/4   Beijing, China

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

DATA SCIENCE COMPETENCIES

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

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

EXPERIENCE

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

Business Analyst Intern   *06/2018 - Now*

- Designed and assessed report automation framework; developed automation scripts using PySpark in AWS Glue
- Collected and updated employee efficiency data into MySQL database, which provided accurate productivity statistics and facilitated labor cost analysis

PAIRES | **Internet Startup providing 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 data 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 to visualize promotional articles traffic rate 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 querying; identified high potential customers for newly launched financial products; managed clients pitching process to promote products, resulting in 87% conversion and 2% increase in profit
- Tracked and visualized sales performance and customer satisfaction metrics to ensure business stayed on course

ACADEMIC PROJECT

Employee Turnover rate prediction | Capstone Project

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

- Merged data from 147 data tables using SQL and R; incorporated statistics from US Department of Labor to capture macroeconomic conditions; improved data quality by detecting data anomalies, removing missing values and adopting feature engineering; conducted explanatory data analysis by creating interactive dashboards
- Developed models using machine learning algorithms (logistic regression and 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**: Predicted clicks for online advertisements (over 30 million records). Preprocessed imbalanced dataset using sample balancing (Oversampling and Undersampling) and one-hot encoding; created models of logistic regression, random forests and neural networks; Log-loss function is used as evaluation metric to identify the best model
- **Customer Churn Prediction**: Predicted customer churn rate through implementing weighted ensemble classifiers (Naïve Bayes, Lasso & Ridge Regression and XGBoost in R), achieving 0.93 AUC
- **Video Popularity Prediction**: Used text mining techniques (Natural Language Processing in Python) to process video tag data; built random forests model to predict popularity of YouTube videos
- **FIFA Players' Performance Visualization:** Created interactive dashboard on Tableau to present and analyze FIFA players' demographic information, game performance and market value