

ZIHUI GAN

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EDUCATION

Boston University

M.S. in Business Analytics

M.S. in Global Marketing Management

Boston, MA

January 2021 - December 2022

The Chinese University of Hong Kong (CUHK)

Bachelor of Business Administration

Hong Kong

September 2016 - June 2020

EXPERIENCE

Aramark Collegiate Hospitality

Senior Business Service Intelligence Analyst

Boston, MA

January 2023 - Present

- Managed an ESG program involving **100k+** users across ERP systems by coordinating with cross-functional teams, implementing a KPI system and methodologies, and creating interactive **Power BI** dashboard featuring **15 KPIs** extracted from a **300k+** record dataset, enabling comprehensive program monitoring and financial impact evaluation. Resulting in over **\$90k+** in program revenue.
- Led the development of data governance initiatives encompassing optimization of documentation rules for data lineage, design of data quality warnings, and streamlining of **Python** ETL processes for using vendors' API. Saved **20%** of man-hours and increased data reliability.
- Designed labor-focused KPI systems with **10** primary indicators to specifically target budgeting and cost challenges, automating **Python** ETL processes for data optimization. Increased **5%** utilization rate of the budgeting tool.
- Restructured **ad hoc analysis** process and automated ETL pipelines across 5 departments, aggregating data from 5+ vendor API cloud totaling **100k** records by using **Python**. Compiled results into interactive **Power BI scorecard**. Achieved a **20%** reduction in man-hours through process optimization.
- Developed a dynamic calendar based on operational hours for 23 stores, utilizing a SQL database with over 20,000 records, resulting in a **25%** reduction in communication time and increased client engagement.

Business and Social Informatics Lab @ Boston University

Data Analyst Intern, Advisor: Hyunuk Kim

Boston, MA

March 2022 - November 2022

- Conducted data manipulation, including defining and dropping outliers, and scaling data with **Python** for **20k+** users' profiles and behaviors through API to generate exploratory data analysis.
- Implemented SVM using **Python** to create an image classifier, increasing the model accuracy from **58%** to **98%** by normalizing inputs, reducing dimensions, and utilizing GridSearch for hyperparameter tuning.
- Developed a text mining model for classifying users' profiles to identify users' psychological and demographic segmentation in the target NFT artworks community.

Siemens AG

Business Analyst Intern

Beijing, China

July 2019 - September 2019

- Conducted a web scrapped with **Python** to collect potential **10k** customers' geographic distribution showing priority order of distribution system for budgeting plan.
- Developed and presented **4** dashboards of **100+** customer survey results by using Tableau to segment customer behaviors and brand positioning.
- Performed perceptual map and conjoint analysis for branding to segment customer behavior and brand positioning to assist budgeting allocation.
- Designed logistics regression model with **Python** to determine whether customers will repurchase the product or not, which makes the sales projection and increases the accuracy of another sales prediction model by **2%**.

PROJECT

A/B testing: Adding a reminder on check-out page

Independent Project

Boston, MA

July, 2021 - September, 2021

- Analyzed customers' behaviors journey based on 20K+ data on browsing website to design primary metrics funnel and calculated sample size based on customers' segmentation.
- Designed the experiment by determining the significance level, statistical power and strategies to implement experience based on traffics' segmentation.
- Developed data cleaning by filtering out outliers and null values, scaling values to check data distributions, and applying statistical model (Z-test and Chi-squared) to check significant level.

SKILLS

Programming:	Python, R
Database:	SQL, PostgreSQL, Oracle
Business Intelligence:	Tableau, Power BI, QlikSense, Minitab, Kronos, SAP, Salesforce, Power Query
Certification:	Google Analytics, Green Belt in Lean Six Sigma