

# Zichen (Zoe) Huang

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## SUMMARY

An analytical and detailed oriented professional who blends academic training in data analytics with hands-on professional experience from a top tier consulting firm. Conversant with machine learning techniques and statistical concepts. Proven ability in crafting engaging stories around data and deriving insights from them.

## EDUCATION

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- Columbia University** - *MS in Applied Analytics; New York, NY* Sep 2018 – Dec 2019
- GPA: 4.0/4.0
  - Selected awards: 1st Place and InterSystems Challenge award in 2019 MIT Healthcare Hackathon
  - Selected courses: Applied Data Science (A+), Managing Data (A+), Natural Language Processing (A)
- Beijing Normal University** - *BS in Accounting; Beijing, China* Sep 2014 – Jun 2018
- GPA: 3.96/4.00 (ranked 1/55 for three consecutive years)
  - Selected awards: National Scholarship, First Prize Scholarship, Merit Student, Outstanding Graduate, Gold Award in the 3rd Internet+ Entrepreneurship Contest, Meritorious Winner in 2018 Interdisciplinary Contest In Modeling
  - Selected courses: Probability Theory and Mathematical Statistics (100), Mathematics (99)
- Chinese University of Hong Kong** - *Exchange in Accounting; Hong Kong, China* Aug 2016 – Dec 2016
- GPA: 3.74/4.00
  - Selected courses: Management Accounting (A); Public Finance (A)

## PROFESSIONAL EXPERIENCES

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- Taste Labs** - *Data Scientist Intern; New York, NY* Sep 2019 – Dec 2019
- Scripted with SQL to extract large sets of data from the database
  - Built a recommendation engine based on collaborative filtering with a new concept, called Novelarity, to deal with both popularity bias and the item cold-start problem
  - Automated the system for the engineering team to implement recommendation engine into the system
  - Performed user behavior analysis to create a set of user personas
  - Designed A/B tests for email marketing and developed a dynamic dashboard for the marketing team to monitor the effectiveness of marketing campaigns
  - Crawled movie reviews from public sources and conducted the sentiment analysis
- Deloitte Consulting** - *Business Analyst Intern; Beijing, China* Dec 2017 – Jun 2019
- Continuously analyzed the requirements of the information management system for a global automobile manufacturer and delivered solutions to the client as a core business analyst
  - Designed prototypes using Xmind and Axure and performed agile development with Engineering to upgrade the system based on client's feedback and market trends
  - Tested system independently before Go-live and supported the daily maintenance of the system
  - Leverage disparate data to design cutting-edge analytics platforms to help the client predict forecast and make informed business decisions
  - Prepared proposal and required deliverables based on RFP for four bidding projects
- Deloitte** - *Financial Advisory Intern; Beijing, China* Aug 2017 – Nov 2017
- Used Natural Language Processing to extract signals from chatting history and emails for fraud detection
  - Researched anti-corruption laws and regulations in China, summarized foreign media reports on Anti-Money Laundering (AML) and Combating Terrorist Financing (CTF), and wrote reports

## LEADERSHIP AND INDEPENDENT PROJECTS

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- R Packages Development** - *New York, NY* Feb 2019 - present
- Developing *dtwrapper* package as a co-author with a data science professor and two other classmates
  - Developed *formulaic* package as a co-author: <https://cran.r-project.org/web/packages/formulaic/index.html>
- Capstone Project** - *New York, NY* Sep 2019 – Dec 2019
- The goal of this project is to examine the efficacy of the Vision Zero Action Plan in New York
  - Identified critical insights based on deep-dive data analysis by finding patterns of collisions seasonality, and cyclists safety score in different boroughs through hypothesis testing, spatial analysis and time-series analysis
  - Built a model to examine the effectiveness of the initiatives in reducing the number of cyclists killed or injured
  - Managed the capstone project by leading an 8-person data team, delegating tasks, providing performance feedback, liaising with stakeholders, and presenting reports to senior management
- Data analysis project in a Fantasy Football game startup** - *New York, NY* Mar 2019 – Sep 2019
- Performed data cleaning, exploration, and parameter tuning to optimize the predictive models
  - Created predictive models that increased accuracy to 2.84 RMSE on average

## SKILLS AND INTERESTS

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**Computer Skills:** R, MySQL, NoSQL (Cassandra and MongoDB), Python, HTML, CSS, JavaScript

**Languages:** Native in Chinese, Fluent in English

**Interests:** Passionate about piano (15 years), flute (9 years) and traveling