

Jingfan (Annabel) Zhuang

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EDUCATION

University of Michigan School of Information | Bachelor of Science in Information (BSI)

Ann Arbor, MI

GPA: 3.8/4.0 | University Honors | **Major:** Data Analysis; **Minor:** Business Administration, Economics

May 2025

- **Related Courses:** Data-Oriented-Programming, Data Manipulation and Exploration, SQL & Databases, Website Design and Development, Statistics & Econometrics, Business Strategy, International Economics, Accounting Principles

SKILLS

Microsoft Office, Excel, Python, SQL, Google Cloud Platform, BigQuery, Looker, Google Workspace, Microsoft Azure, Fabric, Power BI, Tableau, Figma, Data Grip, CSV, HTML, CSS, Django, JavaScript, R Studio, Adobe Suite, Canvas, C++, Azure Databricks, ServiceNow, Power Shell, Power Automate, Azure DevOps

WORK EXPERIENCE

UPS (United Parcel Service of America)

Mahwah, NJ

ISM (Information System Management) Intern

June - August 2023, 2024 & June 2025 - Present

- Led 57 application teams to onboard the Power BI platform on on-premises data sources by creating 80 Gateway Connections to SSAS tabular models and SQL Server to support Power BI reports as well as creating 30+ workspaces
- Analyzed 36M activity logs stored in BigQuery through SQL as well as using DAX and Power Query functions in Power BI to develop a real-time automated dashboard that demonstrates the discrepancies between the log and the inventory data
- Identified 2400 unused reports and 480 workspaces in the Power BI inventory with respective admin contact information
- Won 3rd place in the Google Cloud Platform judging session of the UPS Technology Group Hackathon, earning the "AI Pioneer" award for developing a Fraud Package Detection monitoring tool using Python, BigQuery and Looker Studio.
- Engineered a Pipeline using admin API to pull Activity Log data in PowerShell, modeling datasets using SQL in BigQuery, and building a Looker Studio dashboard to monitor different usage activities across 50k reports and 22k workspaces
- Enhanced Q&A Power BI Copilot performance by training language models and examining for appropriate dataset synonyms

University of Michigan – School of Information

Ann Arbor, MI

Data Analysis Research Assistant

Jun 2024 - August 2024

- Streamlined procedures for analyzing the Michigan Electric Vehicle Purchasing Survey using Notion and Google Sheets, investigating if the current market will allow drivers to purchase desired EVs to advocate green energy adoption
- Cross-compared car records specified in the survey from three websites by utilizing Excel and Python NumPy, Panda packages to manipulate the dataset and auto-populate URLs for records based on different mapping and car parameters

PROJECT EXPERIENCE

Far East Hospitality

Ann Arbor, MI

Marketing Promotion Analysis (Senior Capstone Project)

August 2024 – May 2025

- Analyzed over 200 time-series marketing campaigns and hotel booking logs from Azure Data Lake using Python and SQL.
- Conducted Limited Time Series causal analysis to evaluate campaign impact and uncover opportunities to optimize spend.
- Built Ordinary Least Squares (OLS) regression models to quantify the effects of promotional timing and pricing changes on booking behavior, providing data-driven insights that informed campaign timing and targeting to improve marketing ROI.

Archives of American Art, Smithsonian Institution

Washington DC

UMSI - Art History Citation Data Collection and Analysis

March 2025

- Constructed a 5,500-entry publication database by scraping citation metadata with BeautifulSoup and Selenium from Internet Archive, while interpreting and visualizing most cited collections using Python libraries to inform advocacy for collections.
- Matched unstructured citation snippets to collection titles using Sentence Transformers and PyTorch cosine similarity.

Library of Congress (The Office of the Chief Information Officer)

Washington DC

UMSI - Website Search Term Research and Analysis

February 2024

- Implemented NLP Model to websites' search term data utilizing Python spaCy library, efficiently categorized and assessed the popularity of 10000 terms to enhance the website's search functionality aligning with user behavior
- Translated complex data analysis findings into actionable recommendations, leading to the redesign of the main website leveraging Tableau and Figma, suggesting popular topics to guide users in locating intended results while navigating the page

ACTIVITIES

Project Lead of MVC (Michigan Venture Club), Events Lead of X-initiatives, Instructional Aid for SI 300

August 2024 - May 2025

Internal Relation Chair of SASE (Society of Asian Scientists and Engineers)

March 2023 - May 2024

Professional Committee and Mentor of GEECS (Girls in EECS)

September 2022 - May 2025

MDST (Michigan Data Science Team), MCBC (Michigan Chinese Business Club)

September 2022 - May 2025

Member of Alpha Kappa Psi Business Fraternity, BGS Honor Society

March 2022 - Present