

# ZE CAO

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## EDUCATION

### Bachelor of Science in Artificial Intelligence and Computer Science

University of Edinburgh

2019.09- 2024.06

Edinburgh, UK

- GPA: 3.76/4.0, familiar with Python, Java, Git, Markdown, LaTeX etc.
- Participate in the 2021-2022 Sino-British Future Business Elite Association series, **Championship**.
- Participate in the 2022 Oliver Wyman Impact, **Top 100 teams in China**.
- Head of Public Relations for the 2022-2023 Edinburgh Negotiation Society (EUNS).
- Zhihu columnist: Informatics, sharing Computer Science Knowledge.

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## INTERSHIPS

### Management Consulting Intern

2022.11 – 2023.05

#### Mission Consulting

- As an intern for Shuyin Chuai(**former McKinsey Senior Leadership Specialist**), founder of Mission Consulting.
- Provided valuable insights to the leadership team through detailed research and analysis of 8 companies from the fruit, pharmaceutical, and beauty industries, including market trends, customer preferences, and competitive landscape, which informed strategic planning and enhanced business operations.
- Assisted expert teams in delivering successful projects for clients such as **Pfizer CRDC, Dole (China), and Duality Biologics**, providing support with research, analysis, and project management.
- Collaborated with one digital consultant to analyze enterprise digital tools, leading to the development of a digital tool matrix that **enhanced productivity and efficiency by 20%**.

### Digital Consultant

2022.06 – 2022.10

#### A Better Community

- Collaborated closely with a team of experts to identify key challenges and opportunities for a rare disease organization, and proposed innovative solutions to improve their **online presence and engagement with users**.
- Conducted competitor analysis and user analysis, including 10+ interviews and 500+ questionnaires, resulting in a detailed functional flowchart for the C and B side of the product in version 1.0.
- Assisted the technical team in identifying 3 technical options and delivery cycles for the product, resulting in a **30% increase in research and development efficiency**.

### Research Assistant

2022.06 – 2022.08

#### MengShi Driverless Lab, Tsinghua University

- Managed a team of 4 researchers and **outputted 10+ research documents** in computer vision using the YuQue knowledge platform and OKRs and PDCA methodology.
- Organized internal meeting materials and assisted the team in completing data collection, organization analysis, and research project advancements.

### Product Assistant

2021.03 – 2021.08

#### South China Institute of Collaborative Innovation

- Conducted in-depth **research and analysis on 5+ AI education products**, identifying product strengths and niche tracks.
  - Tracked the progress of each department's tasks based on Teambition, **ensuring over 80% of tasks were completed on time/early**.
  - Worked closely with product managers and technical team members to develop and implement innovative solutions, **resulting in a 10% increase in research and development efficiency**.
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## PROJECTS

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### FineBI E-commerce platforms consumption data visualization

2022.04 – 2022.05

#### Data Analyst

- **Project Description:** Using Excel, Python and FineBI to process and visualize user consumption data of an e-commerce platform in recent years, building business dashboards for sales and operations managers to facilitate "data-enabled decision-making".
- Using analytic methodologies such as *shopping basket* and *Pareto (ABC)* to explore the top products and combinable product categories from multiple dimensions to design solutions for sales improvement.
- Multi-dimensional visualization of users based on user characteristics, time series and *RFM* analysis models to build the foundation for subsequent refinement of operations.

### Exploring the retention improvement of CSDN-like content communities

2022.03 – 2022.04

#### Data Analyst

- **Project Description:** Using Excel and Python to process and visualize the behavioural data of millions of users in CSDN-like content communities, and explore ways to improve user retention based on the visualization results.
- Exploring the active/retention rate based on time series, discovering the core difference behaviour (Aha-Moment) between retained and lost users, and making suggestions for platform operation.
- Refine user analysis based on RFR model and study the core retention indicators of different groups through behavioural correlation to establish the initial experimental basis for AB-Testing.

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## SKILLS

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|---------------------------------------|------------|--------------------------------|------------|
| Web Scrapping(Requests/Etree/Octopus) | - Skillful | Python(Pandas/Numpy/Pyecharts) | - Skillful |
| Excel                                 | - Skillful | SQL                            | - Skillful |
| Business Intelligence                 | - Skillful | Machine Learning(Scikit-learn) | - Skillful |

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## CERTIFICATES

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- Fanruan Senior BI Engineer - Oct 2022
  - IBM Professional Data Science(Coursera) - Jun 2022
  - Google Project Management(Coursera) - Jan 2022
  - Microsoft: Azure AI-900 - Jan 2022
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## SUMMARY

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A versatile and open-minded individual with a strong academic background in Artificial Intelligence and Computer Science. Proven ability to quickly adapt and apply knowledge, excellent planning and problem-solving skills, and a keen interest in utilizing data to explore the world. With multiple internships and projects in related fields, I bring a unique combination of business and technical expertise to the table.

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