Xinlin Zhang

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EDUCATION

Northeastern University   Boston, MA
Master of Science in Information Systems   *[Incoming] Aug. 2023 – May 2025*
Columbia University   New York, NY
Master of Arts in Statistics   *Aug. 2019 – Feb. 2021*
Ocean University of China   Qingdao, China
Bachelor of Science in Mathematics and Applied Mathematics   *Sept. 2015 – June 2019*

SKILLS

Languages: Java, JavaScript, Python, SQL, HTML/CSS, R, C, MATLAB
Framework/Tools: React, Node.js, Express.js, MongoDB, Tableau, Bootstrap

PROFESSIONAL EXPERIENCE

SF Express Co. LTD   Shenzhen, China
Data Scientist II   *Mar. 2021 – July 2023*

- Designed user-centric strategies for clustered groups, resulting in a monthly of revenue growth of 100M
- Utilized Tableau and HiveSQL to automate daily income reporting for 45 departments and stakeholders
- Developed a customer profiling system based on customer behavior, leveraging business insights to target specific user segments; utilized return-on-investment analysis to tailor personalized campaigns
- Spearheaded a Coupon System to automate sending coupons to target groups with the collaboration of 3 departments, successfully reducing weekly deployment time from 20 hours to 10 hours

TENCENT Music Entertainment Co., LTD   Shenzhen, China
Data Analyst Intern   *Nov. 2020 – Dec. 2021*

- Implemented an administrator system to evaluate and assess the performance of music groups by SQL
- Leveraged K-means analysis on historical data of superstar birthday topic groups to predict future page views and strategically set support tasks, driving a remarkable 26% ROI growth

Lalamove Co., LTD   Shenzhen, China
Data Analyst Intern   *May 2020 – Sept. 2020*

- Identified, tracked and resolved issues related to products, delivered data insights to drive decision-making, resulting in a 2% increase in respond rate and 3% improvement in pairing rate
- Processed collected data and provided price strategies for Fixed-Price Project, increasing orders by 30%

TECHNICAL PROJECTS

YelpCamp Website | *JavaScript, HTML, CSS, Node.js, Express.js, MongoDB*   July 2023 – July 2023

- Developed YelpCamp website on Render, enabling users to log in, post new campsites and share their comments on other campsites
- Implemented CRUD features on campsites and comments data with authentication and authorization functionality, to allow logged-in users to add, update, and delete their own campsites or comments only
- Designed dataset schemas, implemented middleware to perform data validation, and deployed the database on MongoDB Atlas for efficient management of campsites, reviews, and user data

TodoList Website | *JavaScript, React*   June 2023 – June 2023

- Developed a task management application based on React, and implemented state management using React's context API and hooks to manage and provide access to the current state of the application
- UtilizeMad Material-UI and SWR to enhance the user interface and improve data fetching and synchronization with the server