




CELINE XU ZHANG

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 Plano, TX

EDUCATION & CERTIFICATION

2015 – 2016

University of Cincinnati

**Master of Science - Management of
Information System**

&

Data Analytics Graduate Certificate

2011 – 2014

University of Cincinnati

**Bachelor of Business Administration –
Accounting**

TECHNICAL SKILLS

Advanced Excel

SQL / Tableau / Qlik Sense

Python / R / IBM SPSS

Cost Analysis / Budgeting

AWARD

2016 Teradata Data Challenge Competition
Honorable Mention

PROFESSIONAL EXPERIENCE

Deloitte & Touché LLP Consultant, 2016 - 2018

Serve as Data Analyst

- ∴ Collaborate with cross-functional team, develop **Qlik Sense dashboard** to socialize **shareholder value matrix with profitability model** - Provide insight on clients' and its competitors on **cost analysis** and business performance to identify strengths and weaknesses
- ∴ Develop **Qlik Sense dashboard training** material and lead, trained, managed US India team on maintenance of Qlik dashboard
- ∴ Develop **Tableau** business performance management dashboard for practice leadership - provide insight on annual revenue & **budget planning**
- ∴ Collaborate with team to develop **dashboards wireframe**, presentations and speech scripts to promote Qlik Sense and Tableau dashboards to the national audience as valuable resource to win future business
- ∴ Assist public trade financial service client with AML-KYC activities. Served as high-performance analyst ensure the **data quality** and **data integrity** under the guideline of regulatory compliance
- ∴ Develop and manage team (over 60 team members) automated Excel PTO calendar/tracker, assist manager monitoring daily workflow with **Excel Pivot** table to ensure team's productivity

ENTREPRENEURSHIP & ANALYTICS

EcomOneStop Co-Founder, 2018 to Present

Web Application based Startup Company, focus on helping 1.2 million Amazon sellers finding profitable products to sell on Amazon

- ∴ Website user experience design
- ∴ Develop **Spark (PySpark)** scripts that runs on **AWS EMR** services to perform **ETL** process
- ∴ Developed **Data Lake** Strategy: MongoDB -> MongoDB Spark Connector -> PySpark -> MongoDB

Teradata Data Challenge Competition Team Member, 2016

- ∴ Exploratory benchmarking study to identify 10 – 20 colleges which can help target college for its strategic plan
- ∴ Collaborate with team to understand business requirements, data cleaning (remove schools that do not meet business requirements, cleaning missing value), feature engineering (feature selection), model building and data visualization utilized MS Power BI, MS Excel, IBM SPSS, and Tableau