Yanni Zhang

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EDUCATION

Cornell University December 2023
Master of Professional Studies in Information Science *GPA: 4.07/4.3*
- Relevant Course: Computing Using Python, Object-Oriented Programming and Data Structures (Java), Business Data Analysis with SQL, Business Intelligence System, Data Mining & Machine Learning
- Awards: Grace Hopper Celebration Sponsoring Awards, Graduate Teaching Research Specialist

London School of Economics and Political Science July 2023
Master of Science in Geographic Data Science
- Relevant Course: Geographical Information Systems, Managing and Visualising Data, Computing Using R

University College London October 2021
Bachelor of Arts in History, Politics and Economics *First Class Honours*
- Relevant Course: Calculus, Statistical Methods and Computing, Microeconomics, Macroeconomics

SKILLS

Technical: Python, R, SQL, Java, JavaScript, HTML/CSS, Latex, Excel(Pivot Table, VBA), Tableau, Power BI, Figma, QGIS, Geodata, STATA/SAS
Certifications: Bloomberg Market Concept, Microsoft Certified Azure AI Fundamentals, Tableau Desktop Specialist

COLLABORATED PROJECTS

Cornell Biotechnology Resource Center | *Laboratory Business Intelligence System* Sept. – Dec. 2023
Business Intelligence Engineer *Ithaca, NY*
- **Data Profiling:** Profiled Laboratory Information Management System data by analyzing 200+ attributes and identifying key ones for lab behaviors analysis using **SQL Developer**, improving 15% data accuracy.
- **Dimensional Data Modeling:** Mapped source data into two-dimensional data models using **WhereScape**, encompassing 10+ dimensions and 100+ attributes. Contributed to Data Dictionary and ETL documentation, resulting in the optimization of ETL processes and the reinforcement of data governance.
- **Tableau Visualization:** Presented insights through 5 **Tableau Dashboards**. Empowered the Management Team to pinpoint and address scheduling inefficiencies, resulting in a 20% reduction in customer complaints.

Chamberlain Group LLC | *Propensity to Connect and Engage with In-Garage Delivery* Feb. – May 2023
Data Scientist *Remote*
- **Exploratory Data Analysis:** Led data collection by implementing SQL Subqueries/Merge Statements and Python (Pandas, NumPy) on over **100 million** transaction records and user features. Used statistical analysis and data visualization to identify user behavior patterns.
- **Data Labeling:** Built an end-to-end **data pipeline** and transformed **50 million** transaction records into a user transaction frequency table with 60-day intervals. Labeled users as high, medium, or low-frequency based on quantile calculations.
- **Data Modeling:** Engineered **over 100 features** and developed high-performing machine learning models using **AutoML** in Databricks, achieving test accuracy up to 90% with **XGBoost**.
- **Strategy Support:** Contributed strategically by creating **user personas** and visualizations. Collaborated with Marketing Team to design effective communication strategies for user acquisition and retention.

PepsiCo Inc. North America | *End-to-End Value Chain Materials Waste Diagnostic* Sept. – Dec. 2022
Data Analyst *Remote*
- **User Research:** Conducted **qualitative interviews** with 10+ supply chain managers across regions to understand their pain points and expectations for the Material Waste Management Toolkit.
- **Data Wrangling:** Utilized **Shell** scripting to segment data by supply chain stages. Created reproducible Python functions for data cleaning, and applied **Geocode.io** to fill in NA values in geographic data.
- **Data Modeling:** Developed waste inference models using **Random Forest**, resulting in a **80%** accuracy rate. Enhanced operational efficiency and contributed to substantial cost reductions for the organization.
- **Dashboard Design:** Enabled actionable findings and **waste anomaly detection** by prototyping **20 Power BI dashboards** to align with insights from user research. Increased internal users by 100%.

EXPERIENCE

ByteDance Ltd July 2023 – Present
Front-end Developer Youthcamp *Remote*
- **Web Dev:** Enhanced technical skill through comprehensive study and practical application of HTML, CSS, JavaScript, TypeScript, React, and Vite with an ongoing project.

Essence Securities Co., Ltd July – Aug. 2021
Wealth Consultant Intern *Wuhan, CN*
- **Sales Analysis:** Performed sales analysis using **Excel VBA**, summarizing and visually representing team members' performance in the first two quarters while ensuring consistent product sales tracking.
- **Summer Training:** Completed training sessions covering customer resource acquisition, financial planning and asset allocation strategies. Awarded the title of **"Outstanding Student of the 2021 Financial Workshop."**

Wehour Brand Management Co., Ltd July – Aug. 2020
Public Relations Consultant Intern *Shanghai, CN*
- **Market Research:** Facilitated **Tim Hortons and Tencent** cooperative project. Conducted a **competitive analysis**, including building competitor profiles, scrutinizing target demographics, pricing strategies, and marketing approaches.
- **Corporate Communication:** Supported **Shanghai Disney Resort** in its fifth-anniversary communication strategies. Evaluated the trade dynamics between China and US, integrating **policy analysis** with public **sentiment monitoring**.