JIAQI ZHENG

Email: simonazheng1029@gmail.com I **Cell:** 365-336-2317 I **Address:** 300 Front Street West, Toronto

QUALIFICATION HIGHLIGHTS

- 3 years of experience in market research, data analysis via SAS/SQL(data manipulation), Python(predictive modeling), BI reporting by Tableau, and MS Office(Excel VBA, Access, PowerPoint)
- Solid research and analytical skills in complex projects(customer segmentation & sales forecasting)
- Experienced handling large datasets in big data environment(Snowflake, Azure)
- Competent in advanced quantitative &qualitative analytics with strong capabilities in multitasking and time management; Demonstrated ability to work both independently and collaboratively

EDUCATION

Master of Management Analytics, Smith School of Business, Queen's University, ON   **2019 – 2020**
- Machine Learning; Predictive Modelling; Analysis for Financial Markets; Analytical Decision Making; GPA 3.8
- Risk and Operation Analyst - Queen's University Alternative Assets Fund

Certificate of Big data Analytics, McMaster University, ON   **2019 – Present**
SAS Certified Specialist: Base Programming /CFA Level 1 Candidate
Bachelor of Economics, Northeastern University, China   **2013 – 2017**

PROFESSIONAL EXPERIENCE

Data Analyst, TEDA International Auto Group, Toronto   **2019.12 – 2020.10**
- Collaborated with stakeholders from sales and service teams to collect business requirements and lead initiative solutions in data manipulation process; Executed SQL queries for routine and ad hoc analysis
- Automated repetitive Excel tasks using VBA macros, which saved 50% time in data integration
- Built ML model on clients data(gathered from Autotrader & CDK system) to sort out the metrics affecting car purchase(sales KPI) and delivered business insights to sales team; Generated analysis of GTA pre-owned car market and recommended pricing strategy in terms of different channels such as retail and wholesale
- Developed month-end reports in Tableau to provide a detailed-level view of sales performance for manager

Consulting Analyst, Euromonitor International, Shanghai, China   **2017.07 – 2018.12**
- Managed 10+ consulting projects across multiple industries such as FMCG, TMT, Retail, Auto and Financial Service in short turnover periods; Arranged project set-up and execution liaising with regional analysts
- Designed methods for collecting data(customer surveys, questionnaires); Directed secondary research and trade interviews with industry professionals; Formulated data analysis and syndicated research reports to support innovation strategies for numerous fortune 500, governments, and social organizations; Made strategy presentation and praised by C-level clients for research-based insights, establishing new business opportunities
- Analyzed and grasped client core demands quickly; Well-prepared with explicit project scope, objectives, and deliveries for every client meeting; 0 complaints records backed by recognized client-management skills
- Played a cross-functional role to support database maintaining and business process optimization

Customer Intelligence Analyst, Jaguar Land Rover, Shanghai, China   **2016.12 – 2017.06**
- Developed loyalty prediction models(XG Boost) based on transactional & demographic data and identified top important features of loyal customers(eg. Car age <5 years); Created loyal customer portrait by visualizing the most informative features via Tableau; Built loyalty improvement strategies such as giving promotions to customers meet the criteria of the portrait and offering loyal customers discount for their next purchase
- Acquired Tableau dashboards for sales funnel management and reports in PowerPoint