

ERIC B. ZHOU

ADDRESS: 367 Moyer Boulevard, North Wales, PA 19454
WEBSITE: [ericbzhou.github.io](https://github.com/ericbzhou)

PHONE: +1 (267) 992-4050
EMAIL: ebzhou@tepper.cmu.edu

U.S. Citizen

Education

Expected 2021	Carnegie Mellon University Tepper School of Business Master of Business Administration <i>Business Analytics Track</i> Concentrations in <i>Business Technology</i> and <i>Operations Research</i> GPA: 3.87/4.00	Pittsburgh, PA
2014 - 2018	Washington University in St. Louis Olin Business School Bachelor of Science in Business Administration Majors in <i>Finance</i> and <i>Marketing</i> GPA: 3.69/4.00	St. Louis, MO

Research Interests

Human-computer collaboration
Technology-enabled decision-making

Welfare impacts of intelligent agents
Data ethics in digital marketing and eCommerce

Working Papers

Lee, Dokyun; **Zhou, Eric**; Mao, Chengfeng (2020). "Hypothesis Development with Unstructured Data Via Interpretable Machine Learning." *Accepted to MISQ 2020 Author Workshop*.

"Recent advances in Interpretable Machine Learning offer potential flexible, scalable solutions to augment novel hypothesis development, especially with exponential growth in unstructured data. We demonstrate by applying a novel IML algorithm on three datasets to reproduce theory-driven insights from literature."

Research Experience

2020 - Present	Graduate Research Assistant at Carnegie Mellon University Advisor: Dokyun Lee	Pittsburgh, PA
	<ul style="list-style-type: none">Co-authored conference and journal paper on interpretable machine learning for theory building.Applied novel Deep Learning algorithm Focused Concept Miner (FCM) to reproduce theory-driven insights from literature.Created user guide and demonstration for FCM, serving as liaison with alpha/beta testers.	
Summer 2016	Undergraduate Research Assistant at Washington University in St. Louis Advisor: David Meyer	St. Louis, MO
	<ul style="list-style-type: none">Analyzed talent migration and career trajectory trends among global investment banking firms.Described qualitative implications of global talent exchange between investment banks in Asia.Identified competitive advantages from tacit knowledge exchange within global talent networks.	

Industry Experience

2018 - 2019	Market Research Analyst at Nielsen BASES <i>Product Innovation Analytics</i>	Wilton, CT
	<ul style="list-style-type: none">Designed and conducted research plans to evaluate new product concepts.Analyzed correlation between product innovations and in-market success to determine innovation and market entry strategy for consumer goods companies.Co-led initiative to develop predictive model that forecasts incremental brand value of new innovations.	
Summer 2017	Business Development Intern at Missouri Historical Society	St. Louis, MO
	<ul style="list-style-type: none">Managed nationwide outreach with other cultural institutions to form a reciprocal benefits network.Conducted market research to evaluate member engagement and alternative membership models.	

Summer 2015

Information Technology Intern at Merck

Beijing, CN

- Built preliminary UI and backend database infrastructure via SharePoint for a site-wide time-tracking tool.
- Framework later implemented by the IT team to optimize resource allocation across 300 employees.

Skills

Computer

Basic: Java, Tableau, AIMMS
Proficient: Python, R, SQL, Excel, LaTeX

Language

English: Native
Mandarin: Proficient
French: Proficient

Relevant Coursework

Official Coursework

Mathematics & Statistics

Statistical Decision Making
Probability & Statistics
Matrix Algebra

Computer Science & Analytics

Applied Machine Learning
Economining (PhD)
Modern Data Management
Optimization
Data Structures & Algorithms
Computer Science I

Independent Study

Mathematics & Statistics

Mathematics for Machine Learning
MIT OCW Linear Algebra

Computer Science & Analytics

Dive into Deep Learning
Neural Network Methods for NLP
Deep Learning with Python/PyTorch
Hands-On Machine Learning with Scikit-Learn & Tensor Flow
Coursera Machine Learning
MIT OCW Introduction to CS & Python Programming

Honors & Awards

May 2019	Tepper School of Business merit-based scholarship
Feb. 2019	Nielsen BASES Client Service Superstar Award
Nov. 2014	2 nd place, Olin Foundations of Business Product Design Competition
May 2014	Xerox Award for Innovation & Information Technology
June 2013	1 st place in nation, Database Design & Applications at FBLA National Leadership Conference

Activities

Instructor for CMU KPDC - Carnegie Mellon University
Dancer for KASA Dance - Carnegie Mellon University
Dancer for Dancers' Symposium - Carnegie Mellon University
Executive board member, videographer, dance instructor for PL4Y Dance - Washington University in St. Louis