

Zihan(Lucy) Zhao

408-669-9834 | ZihanZhao2024@u.northwestern.edu | [linkedin.com/in/zihan-zhao-2b0225299](https://www.linkedin.com/in/zihan-zhao-2b0225299)

EDUCATION

Northwestern University

Master of Science in Statistics and Data Science

Courses: Optimization Methods in Data Science, Data Visualization, Regression Analysis

Evanston, IL

Candidate, 2026

University of International Business and Economics

Bachelor of Economics in Economic Statistics

Honors: 2nd Prize Scholarship

Beijing, China

Sep. 2020 – Jul. 2024

TECHNICAL SKILLS

Languages: Python, R, SQL, Excel VBA

Frameworks: Wind database, Tableau, Power BI

Analytical Skills: Data Visualization, PowerPoint, Cash Flow Analysis

Libraries: Pandas, NumPy, Matplotlib

EXPERIENCE

Data Scientist

Sina Weibo

March 2024 – June 2024

Beijing, China

- Analyzed 100,000 comments on luxury and cosmetic brand marketing campaigns using NLP (BERT) model and K-means model to identify user preferences and segment groups, leading to 87% accuracy.
- Developed SQL queries to extract multidimensional from SINA database systems including likes and views volumes and created interactive Tableau dashboards to communicate key insights with business strategy teams.
- Conducted AB test based on identified target user groups, customizing brand topics recommendation to boost users growth and increased daily active user rate(DAU) by 7%.
- Applied SWOT methodologies and leveraged business intelligence platforms Power BI to evaluate business value for partner brand merchants, collaborating with business strategy group to increase the selection process by 30%.

Quantitative Researcher

Caida Securities Co Ltd

Oct 2023 – Jan 2023

Beijing, China

- Developed feature engineering incorporating data from over 500 stocks, including price, category, and sentiment data from external datasets. Analyzed correlation on more than 20 variables and created data visualizations to support modeling.
- Used the Bidirectional Encoder Representations from Transformers (BERT) Model and Term Frequency - Inverse Document Frequency (TF-IDF) method to vectorize news information, applied whitening sentences methods to reduce data noise.
- Implemented Lasso regression, Ridge regression, and Partial Linear regression to create multinomial models, improving prediction accuracy by 12%.

Actuarial Consultant Intern

Ernst Young

July 2023 – Sep. 2023

Beijing, China

- Used PCA model to extract 80% of all information; Constructed Logistic model to predict debt default rate and KMV methods to improve the model, leading to 8% accuracy.
- Collaborated closely with the insurance consultant team in data collection and documents processing related to ESG insights for insurance transformation.
- Developed a foundational automated system for optimal portfolio construction and visualization using Excel VBA, collaborating with the insurance and technology teams to create an automated workflow for insurance asset allocation.

Audit Intern

Jiarun CPA

Jan 2023 – March 2023

Beijing, China

- Assisted auditors in preparing audit reports, drafted cash flow statements, and adjusting client cash flow statement to ensure compliance with audit standards.
- Participated in audits for clients across 8 different sectors, working closely with auditors to collect audit evidence, perform voucher sampling, and review contracts valued between \$50,000 and \$1 million.
- Sorted and verified over 300 original vouchers, and prepared and mailed 10+ bank confirmation papers.