

Rhiann Zhang

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ANALYTIC SKILLS

Python | R | SQL | Tableau | Looker | Power BI | dbt | Git | Excel | HTML | C++ | LaTeX

WORK EXPERIENCE

Data Analyst

MeUndies - Los Angeles, CA

Aug 2022 - Present

- Developed custom dashboards, queries, and reporting to provide clear overviews of crucial KPIs and actionable insights regarding growth and retention campaigning efforts, new product launches, and strategic shifts in the company's business model
- Constructed CRM Data Source and CPA Tracker with manipulatable capabilities, allowing non-technical users to perform what-if analysis and serving as the primary reporting and planning tool for marketing, finance, and executive teams
- Carried out company-wide transition of BI visualization platforms by recreating 70+ of all previously used Looker Reports in Tableau and setting up data sources, user permissions, and organizational ecosystems

EDUCATION

University of California, Berkeley

2022

Master of Arts in Statistics

- Relevant Coursework: Applied Machine Learning, Statistical Computing, Advanced Statistics, Advanced Probability, Linear Models, Urban Informatics and Visualizations

University of California, Riverside

2021

Bachelor of Science in Mathematics

- Magna Cum Laude Honors, Chancellor's Honor List, Dean's Academic Distinction Award

RESEARCH EXPERIENCE

Geospatial Explanatory Modeling of the U.S. Drug Epidemic

Jan 2022 - June 2022

- Procured and cleaned over 500 datasets, conducted geospatial-significance analysis and backward stepwise feature selection to determine county features that best explain drug overdose rates, and implemented recursive estimation procedure to fill in map previously missing overdose rates
- Efficiently collaborated with a team of four graduate students to conceptualize, organize, develop, and present all findings of research

Analysis of AP Exam Participation

Feb 2022 - May 2022

- Implemented linear regressions, random forests, and entity-demeaned fixed effect modeling to explore school characteristics most related to AP exam participation using datasets with over 100,000 observations
- Effectively communicated findings by building out Github based website, creating interactive Plotly maps across time, and producing clear infographics showcasing the research process

Persistent Homology in Keystroke Recognition

Feb 2020 - June 2020

- Studied and applied topological data analysis to evaluate the algebraic facets of the persistence of holes in a given space and display high dimensional data trends
- Developed Python code that utilized persistent homology to successfully identify possible academic misconduct in student typing patterns collected by online proctoring sites