Rhiann Zhang

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ANALYTICS SKILLS

SQL, Python, R, Tableau, Looker, Power BI, Excel, Redshift, dbt, Git, HTML, LaTeX

WORK EXPERIENCE

Data Analyst

MeUndies - Los Angeles, CA Aug 2022 - Present

- Gathered key customer metrics, identified purchasing trends, and presented actionable insights that guided product launches, optimized inventory strategies, and informed growth and retention campaigning efforts
- Developed custom queries, data sources, and dashboards using data tables containing over 45 million rows, providing a clear overview of crucial KPIs through evergreen reporting, while managing the prioritization of multiple projects and requests across numerous teams and individual stakeholders
- Discovered and resolved various discrepancies throughout historical data, carried out company-wide BI platform migration, and performed QA of newly developed data infrastructure during Shopify transition and website relaunch

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 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

Flooring Welfare Program Impact Evaluation May 2022

- Determined the statistically significant impact of cement floor installations on quality of life improvements in low-income households and verified the robustness of results through three different models
- Conducted appraisal of the study's linear assumptions and performed comparative analysis of standard errors to validate the model specifications chosen to accommodate clustered panel survey data

Analysis of AP Exam Participation 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