

# LYDIA ZHAO

+1 (978) 325-2170 | jiz291@ucsd.edu | 3869 Miramar St, San Diego, CA 92092

<https://www.linkedin.com/in/lydia-jiadan-zhao-46976031b>

## EDUCATION

### University of California, San Diego

Aug 2024 - Dec 2025 (Expected)

#### Master of Science, *Business Analytics*

- Relevant courses: SQL and ETL, Data Visualization, Web Mining and Recommendation Systems, Customer Analytics, Analyzing Unstructured Data (NLP), Data Mining, Data Structure, Statistics

### Southwest Jiaotong University

Sep 2020 - Jun 2024

#### Bachelor of Management, *Information Management and Information System*

- Relevant courses: Database Application, System Analysis and Design, Operations Research, Project Management

## PROFESSIONAL EXPERIENCE

### Data Analyst Intern

Chengdu, China

Kuaishou Technology (Leading short video platform with 700M+ global users)

Oct 2023 - Jan 2024

- Performed in-depth analysis of the Christmas campaign for sales and marketing teams using **SQL and Python (pandas, NumPy)**; examined influencer engagement trends, audience demographics, and conversion funnel performance across short videos and live streams. Identified high-converting creators, optimal posting times, and content formats, leading to refined targeting strategies that drove an 8% increase in conversion rates for the New Year campaign.
- Redesigned and enhanced **Tableau dashboards** to improve usability and clarity for campaign tracking; integrated new visualizations and KPIs to better monitor influencer performance and operational trends. Automated data pipelines and optimized dashboard performance, reducing load times and ensuring real-time reporting accuracy.
- Investigated the exceptional revenue growth in another region by conducting **root cause analysis (RCA)** using **SQL and Excel**; identified key revenue drivers and best practices contributing to the surge. Provided insights and strategic recommendations that informed resource allocation and promotional adjustments, contributing to a 12% increase in regional **Gross Merchandise Value (GMV)**, a key metric representing total sales revenue before deductions like discounts and returns.
- Conducted **A/B testing** on different discount levels for in-app group-buying deals; analyzed user engagement, click-through rates, and conversion rates to assess campaign effectiveness. Provided data-driven recommendations that led to a 25% increase in click-through rates and a 10% improvement in conversion rates.

### Data Analyst Intern

Chengdu, China

Hongming Electronics Technology

Feb 2024 - Jun 2024

- Configured and optimized **ETL jobs** using **Python** and **SQL** to integrate sales and ad context data from **PostgreSQL** into **Power BI** dashboards, automating reporting processes and enhancing data accessibility.
- Developed an **XGBoost predictive model** to forecast ad conversion rates, improving prediction accuracy by 10%; categorized users based on conversion likelihood, enabling audience segmentation for more effective ad targeting, which resulted in a 15% increase in conversion rates.
- Designed and optimized **Power BI** dashboards to track ad performance, cost per conversion, and marketing ROI, providing actionable insights for data-driven budget allocation and campaign optimization.

### Customer Service Intern

Chengdu, China

China Construction Bank

Jul 2023 - Sep 2023

- Analyzed customer flow data using **SQL and Excel** to identify peak-hour congestion and queue bottlenecks; provided insights that supported staffing schedule adjustments and counter allocation improvements, leading to an average 10% reduction in customer waiting times across participating branches.
- Developed automated **Power BI** dashboards to monitor customer service KPIs, streamlining real-time reporting for branch managers and improving operational review processes.
- Segmented customers based on transaction behaviors and service request history, identifying high-value clients and enabling targeted engagement strategies, leading to a 17% increase in customer satisfaction.

## SKILLS

**Programming:** SQL (SQL Server, PostgreSQL), Python (Numpy, Pandas, Sklearn, NLTK), R

**Toolkits:** Power BI, Tableau, MS Excel (Pivot Tables, LOOKUPS, Power Query), AWS, Snowflake

**Machine Learning & Statistics:** Linear Regression, Logistic Regression, Clustering, Classification (KNN, Random Forest, XGBoost), A/B Testing, Statistical Analysis