

EDUCATION

Master of Science in Business Analytics, University of California - San Diego 12/2025
La Jolla, CA, United States | GPA: 3.84/4.0

- Key Modules: SQL/ETL, Recommender System, Analyzing Unstructured Data, Causal Inference

Bachelor of Economics in Economics, Shanghai Normal University 06/2024
Shanghai, China | GPA: Top 5%

- Key Modules: Data Structure for Python, Database Technique, Business Statistics, Econometrics
- Honors: Scholarship for Academic Excellence, Merit Student of Shanghai Normal University

SKILL & COMPETENCIES

Programming: Python (Pandas, Sklearn, TensorFlow, etc.), SQL (Windowing, Recursion, etc.), Snowflakes, R, etc.

Analytics Skills: Machine Learning, Deep Learning, Data Mining (JSON, Hadoop, etc.), A/B Testing, Stata, Alteryx

Visualization: Tableau, Power BI

PROFESSIONAL EXPERIENCE

Data Analyst Intern, Hellobike Co., Ltd., Shanghai, China 12/2023 - 06/2024
Top 3 Mobility Platform in China

- Utilized MySQL to fulfill data extraction across diverse business lines, and employed Tableau to develop dashboards, strengthening data readability and accessibility.
- Optimized APP grid interface by conducting A/B Testing, employing statistical and attribution analysis to examine user behavior, resulting in an 8.68% increase in CTR and enhanced user conversion rates.
- Addressed data skew issues in full-scale database tables by implementing query optimizations and adjustments via Hive, boosted data processing efficiency and overall system stability.
- Executed automated data collection scripts, resulting in real-time monitoring of over 3,000+ tables, increasing operational efficiency by 80%.
- Developed web worksheets utilizing HTML and JavaScript to facilitate batch file transfers.

Data Analyst Intern, Ernst & Young, Shanghai, China 12/2022 - 03/2023
Global Top 4 Professional Services Firm

- Built standardized workflows using Alteryx based on business logic and accounting principles for data cleaning, testing, organizing, and bulk production of audit workpapers, and automated over 90% of manual tasks, achieving a minimum 50% increase in data processing efficiency while reducing audit costs.

Data Analyst Intern, Shanghai Urban Real Estate Appraisal Co., Ltd, Shanghai, China 08/2022 - 11/2022
Leading Real Estate Appraisal Service Provider in Shanghai

- Managed databases using SQL, extracted information related to greenbelt usage, rural infrastructure types, and rural housing relocation allocations, and improved land appraisal efficiency by 30%.
- Utilized MATLAB to conduct Integer Linear Programming (ILP) for optimal housing allocation in suburban Shanghai, enhancing resident satisfaction by 15% and trimming approximately 10% off the total project costs.

PROJECTS

Leader, NLP & Machine Learning: Restaurant Classification Based on Customer Reviews 2/2025

- Developed an NLP and machine learning-based restaurant classification model to optimize user search experience and provide precise market positioning for businesses.
- Extracted text features using TF-IDF and SBERT, combined with XGBoost for classification prediction
- Enhanced model performance with numerical features and applied K-Means clustering to capture geographic characteristics of restaurant locations.
- Increased model accuracy to 77.6% (a 14% improvement over the baseline) and successfully processed data from 35K+ restaurants across the United States.

Leader, "CP Group Cup" Market Research and Analysis Competition 12/2022 - 05/2023

- Managed team of 5 to investigate factors of teenagers' participation willingness of museum's online education.
- Wrote Python-based crawler to perform text mining to analyze customer comments on Shanghai Museum's online education, covering word frequency analysis, text clustering, and sentiment analysis.
- Built structural equation model, conducted mediation and adjustment effect test and refined with AMOS.
- Garnered the Shanghai First Prize.