SHUYANG ZHANG

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EDUCATION

Master of Science in Business Analytics, Rady School of Management, **GPA: 3.7/4.0**   **San Diego, CA**
University of California, San Diego   **07/2024 - present**
- Courses: Web Mining and Recommender Systems, Collecting and Analyzing Large Data, etc.

Master of Science in Project Management, McCormick School of Engineering, **GPA: 3.7/4.0**   **Evanston, IL**
Northwestern University   **09/2020 - 03/2022**
- Courses: Financial & Managerial Finance, Project Management, Asset Management & Strategic Planning, etc.

Bachelor's Degree in Finance, **GPA: 4.0/4.0**   **Taiwan**
Chung Yuan Christian University   **09/2016 - 06/2020**
- Courses: Statistics, Mathematical Finance, Financial Technology, Fin Econometrics Analysis, etc.
- Honors: Outstanding Scholarship (Top 3% in each semester), Excellent student cadre of student union (Top 5%)

PROFESSIONAL EXPERIENCE

Business Analyst, Bank of Hangzhou   **Hangzhou, China   06/2022 - 06/2024**
- Updated and maintained the company database using SQL, automating data entry and reducing query time by 30%, leading to significant operational cost savings
- Analyzed Bloomberg and Wind data to generate insights and visualizations using Python, drafting 20+ corporate credit reports that supported strategic decisions
- Built DCF and LBO models for a ¥100M M&A loan, supporting a state-owned enterprise in acquiring a commercial building by assessing risks and proposing optimized capital structures
- Produced due diligence reports and offering circulars for 3 short-term bond issuances, totaling ¥3 billion, managing registration, issuance, and post-investment follow-up to ensure compliance and monitor performance

Data Product Intern, NetEase (Hangzhou) Network Co., Ltd   **Hangzhou, China   04/2021 - 08/2021**
- Coordinated the global launch of Naraka: Bladepoint by auditing localization data across 10+ regions and managing Excel-based data tracking and SQL queries
- Managed official websites for games like Justice Online and MARVEL Super War, gathering requirements, designing prototypes, adding features, and optimizing SEO for 20+ sections to boost visibility
- Monitored post-launch PV and UV data, generating analysis reports with Tableau that drove a 40% increase in PV through iterative, data-driven improvements
- Managed the development of game assistant apps and WeChat mini-programs, coordinating with cross-functional teams and overseeing the full software development lifecycle (SDLC) using Agile and Scrum methodologies

Online Education Data Analyst Intern, NetEase (Hangzhou) Network Co., Ltd   **Hangzhou, China   12/2020 - 04/2021**
- Conducted behavioral analysis on parents for a 3-8 year-old AI math teaching app using consumer segmentation, MySQL, and Scikit-learn, enhancing user engagement by 20%
- Created interactive visualizations of user profiles and sales data using Tableau and Python libraries (e.g., Pandas, Seaborn), supporting strategic planning
- Designed personalized learning paths using decision tree models, improving user retention and overall product effectiveness

PROJECTS

Recommendation Systems with Sentiment Analysis, Web Mining and Recommender Systems Course   **09/2024 - 12/2024**
- **Data Analysis and Feature Engineering:** Analyzed 1.5M reviews to uncover seasonal trends and biases. Engineered features like sentiment scores and engagement metrics, boosting collaborative filtering model accuracy by 15%
- **Model Optimization:** Enhanced the recommendation model using VADER sentiment analysis, achieving 83.9% accuracy and reducing MSE by 12.02%

Machine Learning, Sberbank Russian Housing Market Price Forecast, Kaggle   **04/2023 - 06/2023**
- **ML Models:** Implemented LightGBM to select the top 30/50 important features with Python
- **Model Evaluation:** Compared R^2, MSE, and MAE for linear regression, ridge regression, random forest, Keras neural networks, and XGBoost, improving prediction accuracy by 10% and optimizing model selection

SKILLS & CERTIFICATIONS

- **Skills:** Python, SQL, Tableau, Power BI, Machine Learning, Bloomberg, Agile Project Management
- **Project Management Professional (PMP)** | Project Management Institute, Grant Date: May 27, 2023
- **Beta Gamma Sigma** | Participated in 2019 Leader Summit in Chicago