WEI (WILLIAM) ZHOU

linkedin.com/in/wei-zhou-058aab26a

• San Diego, CA   (619) 613-0939   wei.zhou@rady.ucsd.edu

EDUCATION

Master of Science in Business Analytics   12/2025
University of California, San Diego, CA
Relevant Courses: Data Engineering, Predictive Analytics, ML Modeling, SQL & ETL

Bachelor of Science in Data Science   05/2024
Chinese University of Hong Kong, Shenzhen, China
Awards: Dean's List (2022-2023), Outstanding Leadership Award (2021-2022)
Relevant Courses: Statistical Analysis, Advanced Machine Learning, A/B Testing, Business Intelligence

Summer Program   08/2022
University of Cambridge, Cambridge, UK
Relevant Courses: Optimization and Decision Math, Political Risk and Strategic Outlook, Resource Management

EXPERIENCE

Data Analyst Intern, Kwai, Beijing, China   07/2023 - 09/2023
- Assessed payment policy for content creator with **Python**, utilized ML models to predicted critical figures, and improved the policy with better threshold based on the prediction, increasing ROI by **30%** in next month
- Analyzed **1M+ rows of user behavior data** using **SQL**, identifying trends to modify strategies that improved user retention by **10%** during the internship
- Created interactive **Tableau dashboards** to monitor KPIs, ensuring data accuracy and driving action plans for team leads

Operation Manager Intern, JD.com, Beijing, China   05/2023 - 07/2023
- Performed data analysis with **SQL** to identify product- and supplier-specific inefficiencies for a industrial product e-commerce platform
- Built interactive **Power BI** dashboards to monitor performance indicators like Gross Margin Value and Fulfilment Rate
- Partnered with 20+ suppliers to improve product offerings, boosting key sales metrics by 12% during a sales season

PROJECTS

Group Leader, Kaggle Featured Competition **(Top 5%, Bronze Medal)**   09/2023 - 10/2023
- Led a 5-member team to analyze and optimize educational assessment data, leveraging **Python** to implement ensemble **Machine Learning (XGBoost, LightGBM, CatBoost)** on a Natural Language Processing task
- Applied advanced **feature engineering** and **data visualization** techniques to generate insights and recommendations

Group Leader, Soccer Data Analysis Project, Chinese University of Hong Kong   01/2023 - 04/2023
- Extracted 1.4k transfer data and corresponding player stats in 2010-2020 from Transfermarkt.com by **web scraping**
- Leveraged **Pandas** to process data and run **regression**, obtained a well-fitted model (R-Squared>0.7) and significant correlation between independent variables and transfer fees

SPECIALIZED SKILLS

- **Languages/Coding:** SQL (Advanced), Python, ETL, , Excel, Power BI, Tableau, Data Modeling
- **Analytical Methods:** Predictive Analytics, Customer Segmentation, Statistical Modeling, A/B Testing
- **Process Improvement:** Workflow Automation, Process Analysis, Task Optimization
- **Spoken Languages:** Mandarin (Native), English (Fluent), German (Intermediate)

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- Events Director: CUHKSZ Investment Enlightenment Association   09/2021 - 12/2022
- Member: CUHKSZ Student Union Activities Department   09/2021 - 09/2022