

Ziyan Huang

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EDUCATION BACKGROUND

Master of Technology in Entrepreneurship & Innovation

McMaster University, Hamilton, Ontario, Canada

Sep. 2018 – Apr. 2020

Hamilton, ON

- Majoring in Leadership, Business Analysis
- Minor in Software Development and Total Sustainable Management

Bachelor of E-Commerce

Macao Polytechnic Institute

Sep. 2014 – Jun. 2018

Macao, China

- Majoring in Data Analysis, Web Application Development & Database Management
- Minor in Project Management, Supply Chain Management, Electronic Finance Systems and Marketing

TECHNICAL QUALIFICATIONS

- **Knowledge Set:** Proficient in SAS Enterprise Miner, Visual Paradigm, SPSS, Database Management (DBLC, SDLC), Data Modelling, Data Warehousing, Big Data Analysis, Machine Learning, Recurrent neural network, Business Process Management, Root Cause Analysis, Android Studio, WordPress
- **Software Tools:** Microsoft Office Word, Excel, PowerPoint, Access, Team, Adobe PS, Premiere, Dreamweaver
- **Programming/Scripting languages:** JAVA, jQuery, Python, Flutter, Ruby on Rails, PHP, HTML, CSS
- **Communication Languages:** Mandarin Chinese, Cantonese Chinese, English

EMPLOYMENT EXPERIENCE

Inventory Controller

IMI Japanese Cuisine

Apr. 2020 – Aug. 2020

Burlington, ON

- ┆ Leveraged Excel and SPSS to record, predict and organize raw material inventory.
- ┆ Exercised excellent judgement in managing records and interacting with clients.
- ┆ Applied Supply Chain Management theories in operational processes.

Developer

FURNO Inc.

Oct. 2018 – Apr. 2020

Hamilton, ON

- ┆ Increased 20% to 40% resources allocation efficiency and decision quality on marketing.
- ┆ Collected, converted, organized and analyzed marketing data via Python, Fusion Table, and Tableau
- ┆ Designed and constructed database using MySQL.
- ┆ Built and maintained an electronic platform using WordPress and Ruby on rails
- ┆ Increase 20 to 40% resources allocation efficiency and decision quality on marketing
- ┆ Applied business intelligence such as data visualization, gap analysis in real case.

Associate Data Analyst Intern

Future Bright Group.

May. 2017 – Jun. 2017

Macao, China

- ┆ Used SAS neural network and decision tree to model and analyze past client credit data and make predictions
- ┆ Leveraged analytical CRM to make better decisions and optimized the client investing process.
- ┆ Successfully decreased unnecessary cost by approximately 30%.
- ┆ Summarized and reported progress to executive manager punctually.

Accountant

Fengheng Certified Public

Jul. 2015 – Aug. 2015

Guangzhou, Guangdong, China

- ┆ Assisted a senior accountant to adjust balance sheet, income statement and cash flow statement
- ┆ Analyzed company economic data using SPSS and report the results via different graphs and charts in EXCEL weekly, increasing work efficiency up to 20%.
- ┆ Applied accounting and finance principles in real company cases
- ┆ Assisted in administrative tasks, including data entry and scheduling

PROJECT EXPERIENCE

Build an electronic platform for selling high end customized furniture to customers directly

Future Bright Group.

May. 2017 – June. 2017

- L Assisted senior business analyst in customer credit investments and customer product purchase tendency based on customer previous credit history and shopping history respectively.
- L Performed in-depth exploratory analysis using SAS EM and troubleshoot the logical problem
- L Designed and explored different analytic models to assess the most accurate prediction result from lift chart. By using neural network and decision tree combined portfolio, results were almost twice as accurate as the others.
- L Compiled SAS code for data selection and organization, working efficiency increased over 10%.
- L Maximized the predictive profit by decreasing unnecessary cost to non-target customers via analytical CRM
- L Participated in weekly meeting punctually and reported progress to executive manager comprehensively.

Build an electronic platform for selling high end customized furniture to customers directly

McMaster University

Oct. 2018 – Mar. 2020

- L Worked with four peers to design an electronic platform to connect independent designers, consumers and furniture manufacturers under the supervision of Dr. David Potter, Dr. Lotfi Belkhir, Dr. Jeff Fortuna
- L Incorporated FURNO INC. and acted as the CTO with the main responsibility of gathering, interpreting, analyzing customer data to predict behavior trends and make problem solving solutions using EXCEL, SPSS, Python. Also, in charge of the construction of website and database via WordPress, Ruby on rails and MySQL.
- L Participated in Proteus Innovation Competition and chosen by the Forge to be one of the most potential startups
- L Secondary research on furniture manufacturing process, from raw materials to final product, from supply chains to distribution.
- L Participated in the Forge McMaster to get startup support (fund and resources) and do case report to mentor Christopher Omiecinski. Set up meetings bi-weekly to ensure the progress is consistent with expectations

Build a mobile app for a company to enhance clients experience and increase efficiency

Macao Polytechnic Institute

Mar. 2017 – Mar. 2018

- L Used SAS Enterprise Miner to model, filter, and analyze raw data from EIC EDUCATION INC. with the purpose of predicting target customers, supervised by Dr. Thomas Li and Dr. Victor Chan.
- L Designed database and used UML tools like Visual Paradigm to visually model software-intensive systems.
- L Applied analytical skills like critical thinking, post hoc analysis in whole project phase
- L Held meeting every week to report progress to supervisors, ensuring consistency with the expectations
- L Built mobile app by jQuery to increase consumer experience and 15% efficiency in the process of gaining consumer insights
- L Gained deeper understanding on organizing, modeling and analyzing data.

COMMUNITY INVOLVEMENT

Vice Minister of Promotions

Nov. 2018 – Apr. 2020

McMaster University Chinese Students and Scholars Association

Hamilton, Ontario, Canada

- L Collaborated co-workers together to design posts and invitation letter via Adobe Photoshop.
- L Used Microsoft Excel to assign tasks and record working progress.
- L Cooperated with other department to organize extracurricular activities and lectures.
- L Reported working progress in-time to VP External.

OTHER QUALIFICATIONS

- SAS Base and Advanced certification
- Valid G Driver's License with clean abstract
- Owns a reliable personal vehicle
- Certified E-Commerce Consultant