

ZHANG Simian

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EDUCATION

National University of Singapore

Aug 2023 – Present

- PhD Student in Department of Information System and Analytics, School of Computing
- Research Interests: Analytical Modelling and Mechanism Design for Online Streaming Media Platforms

National University of Singapore

Aug 2019 – May 2023

- BSc (Hons) in Data Science and Analytics, Highest Distinction
- Second Major in Economics, Minor in Computer Science
- Awards: Dean's List in AY2021/22 and AY2022/23, Undergraduate Science & Technology Scholarship

WORK & RESEARCH EXPERIENCES

Teaching Assistant, NUS Department of Information Systems and Analytics (DISA), Singapore

July 2023 – Present

Academic department with extensive research in the fields of information systems and data analytics.

- BT1101 Introduction to Business Analytics, Semester 1, AY2023/24

Teaching Assistant, NUS Department of Statistics and Data Science (DSDS), Singapore

July 2022 – May 2022

Academic department with the goals to advance statistical and data science.

- DSA2101 Essential Data Analytics Tools: Data Visualisation, Semester 1, AY2022/23
- DSA2101 Essential Data Analytics Tools: Data Visualisation, Semester 2, AY2022/23

Student Research Assistant, NUS Institute of Operations Research (IORA), Singapore

Jan 2022 – June 2023

Academic institute with research focuses on the optimization, analysis and management of service systems.

- Conducted Bayesian structural estimation for comparative statics, processed data from multiple sources in Python and R, and assisted in model diagnostics in multiple projects including contest design and pilot training
- Performed model robustness checking with extensive simulations for herd detection in financial forecasts using large-scale Bayesian structural estimation methods

Data Engineer Intern, ByteDance, Singapore

May 2021 – July 2021

Chinese multinational internet technology company with products including Tik Tok and Douyin.

- Constructed and optimised data pipelines using Hive, Spark, Kafka to account for costs and revenues of video services such as storage, transcoding, playing and content delivery network (CDN)
- Built forecasting model in Python to predict usage of bandwidth by video services with mean absolute error less than 3% (improved from > 10%) to help budget planning
- Collaborated with product managers and engineers to provide accurate and timely dashboard reporting

Data Analytics Intern, International SOS, Singapore

Dec 2020 – Jan 2021

World's leading health and security risk services company.

- Assisted data scientists and data analysts with timely data cleaning, modelling and reporting
- Wrote R scripts to automate data quality checking of more than 1,000,000 entries in data migration project
- Analyzed medical data, applied clustering model with feature engineering to provide operational insights

LEADERSHIP

President, NUS 90 Degree Chinese Drama Club

Apr 2020 – Apr 2021

- Administered operations and drama production with an achievement of 100 audiences and \$5000 sponsorship

EXCO, NUS Active Community Engagement Migrant Committee

Sep 2019 – Apr 2020

- Directed engagement sessions for NUS College of Alice & Peter Tan and Centre for Domestic Employees

ADDITIONAL INFORMATION

- Programming Tools: Python, R, MATLAB, SQL, Java, Tableau, STATA
- Languages: English(fluent), Chinese(native), Japanese(elementary)

