

## Yiwei Zheng

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### EDUCATION

- 2022 - 2023** **London Business School, London, UK**  
Reading for Masters in Analytics and Management
- 2018 - 2022** **University of Nottingham Ningbo China, Ningbo, China**  
BSc Hons Finance, Accounting and Management, GPA 3.9/4.0, First Class, Outstanding Graduate Award
- 2019 - 2019** **Copenhagen Business School, Copenhagen, Denmark**  
Exchange Programme - Finance and Business Administration, GPA 4.0/4.0

### BUSINESS EXPERIENCE

- 2021 - 2021** **DIDI CHUXING, Hangzhou, China**  
**a dominant mobile transportation company in China**  
**Strategic Analysis Intern (3 months)**
- Observed and made top-down analysis of index changes from different dimensions such as efficiency, user and city; provided 3 possible solutions to support Business Development team to make strategies
  - Analysed competitor's coupon proportion using Hive SQL to provide strategy team with new insights into subsidy scheme
  - Improved work efficiency of the whole department by 20% through deploying RPA (Robotic Process Automation) to achieve Excel operation automation
- 2020 - 2021** **DELOITTE CHINA - BMW BIG DATA WARRANTY FRAUD PROJECT, Beijing, China**  
**Business Analyst Intern, Management Consulting (5 months)**
- Identified possible fraud cases through Statistics, analysed dealer database with SQL from 2 dimensions to sort out fraud logic and offer data support, bringing £40,000 business profit
  - Assigned weights to 15 abnormal indicators of spare parts, sifted outliers by Excel function and judged fraud risk accordingly; presented risky cases to 5 executives from client company
  - Coordinated between clients and developers to ensure smooth delivery of business demands; led the data team of 5 analysts to implement critical codes, creating 4 dashboards to record fraud case dynamics
- 2020 - 2020** **DELOITTE CHINA - SAIC MOTOR DIGITAL PREDICTIVE PROJECT, Shanghai, China**  
**Business Analyst Intern, Management Consulting (3 months)**
- Refined and validated existing monthly sales and production data pipeline; cleaned raw data with 10000+ observations and updated SQL code, reducing data wrangling time by 30%
  - Created data dictionary and diagrams for existing data assets; reconstructed database architecture for sales data testing scenarios and client adopted it
  - Initiated advanced modeling by using regression and random forest predictive model via Python to forecast production and sales; my model led to a 20% decrease in the prediction error
- 2020 - 2020** **EY-PARTHENON, Hangzhou, China**  
**Consulting PTA (2 months)**
- Interviewed 100 drivers through cold calls for logistics service market entry project; summarised key insights interviews (240+ pages) via Python text analysis package
  - Conducted qualitative report on logistics service demand among different industries by visiting 200 stores; advised senior clients on a range of topics including Apps design and financial opportunities
- 2019 - 2019** **HIKVISION, Hangzhou, China**  
**a world-leading IoT solution provider with video security systems as its core competency**  
**Data Scientist Intern, Robot Service Centre (3 months)**
- Cleaned 6000+ pieces of digital and image data daily using Python, preparing for future data tagging
  - Analysed users' intentions by developing classification model on tagged image data of express package information; refined models by tuning parameters and improved model accuracy from 60% to 80%

### ADDITIONAL INFORMATION

- Leadership** Managed 5 departments (including 100 members from 15 countries) as Vice President of Vis-a-Vis Organisation in University of Nottingham; held activities for elimination of cultural barriers at college
- Volunteering** Led 10 teammates in preparing English teaching plans for 600 students at a rural school in China  
Organised multiple fundraising events and supervised a football field construction project, which gained attention of local government and reports from local media
- Projects** Utilised SQL to evaluate popularity of different product categories for a grocery, and visualised customers' food preferences based on their income and age via Python, offering coupons as future strategies
- Analytical Interests** Data Analysis, A/B Testing, Statistical Analysis, Dashboarding, Insights and Recommendations  
Jazz Dance (Teaching Assistant in Dance Club), Singing, Yoga, Spinning, Marathon, Reading, Writing
- Tech Skills** SQL, Python, R, Stata, Tableau, SAP, Weka
- Languages** Mandarin (native), English (fluent), Spanish (basic)