Zhuoning Zhang

510-980-1937 | tony63889@gmail.com | linkedin.com/in/zhuoning-zhang/

EDUCATION

Santa Clara University   Santa Clara, CA
MS in Business Analytics   *Sep. 2024 – Dec. 2025*

University of the Arts London   London, UK
BA Honors in Media Communications   *Sep. 2021 –Jun. 2024*

EXPERIENCE

Medicaid Intelligence App Practicum   January 2025 – June 2025
Santa Clara University and EY   *Santa Clara, CA*
- Built a Medicaid Intelligence App using NLP and GenAI to assess payer contract compliance with evolving Medicaid regulations
- Developed RESTful APIs and full-stack applications (FastAPI, Flask, React, PostgreSQL, Docker) to manage and analyze healthcare data
- Integrated 6+ APIs and deployed frontend modules for contract search, summary view, and regulation alerts, enhancing user interaction efficiency by 70%
- Optimized text analysis pipelines, reducing compliance review time from hours to under 10 minutes per contract, allowing 2 state contracts at the same time and increasing analysis accuracy by 25%

Assistant to the Brand Director Intern   July 2024 - September 2024
Shanghai Hiroad Food Technology Co., Ltd.   *Shanghai, China*
- Built an interactive Tableau dashboard to conduct market research and competitive analysis on European cooking cream brands for strategic product positioning
- Delivered data-driven insights on the Chinese bagel market to inform branding and marketing decisions

Marketing Intern   June 2023 – September 2023
Shanghai Hiroad Food Technology Co., Ltd.   *Shanghai, China*
- Collaborated with cross-functional teams (R&D, design, sales) to streamline go-to-market strategy using tools like Excel, PowerPoint, and Miro
- Utilized Tableau and Python to conduct product research and visualize market trends, enabling data-backed decisions for Q4 2023 launch

PROJECTS

Yelp Restaurant Rating Prediction | *Python, Pandas, Scikit-learn, XGBoost*   January 2025 – March 2025
- Developed a machine learning pipeline to predict Yelp restaurant ratings using sentiment analysis, topic modeling, and structured user/business review data
- Engineered features such as yelping duration, average review stars, and feedback types to improve model performance
- Achieved a test RMSE of 0.48, outperforming baseline by 30% and ranking in the top 5 projects out of 40+ in class
- Visualized key features with word clouds and importance plots to deliver actionable insights for restaurant improvement strategies

Golf Analytic App | *MySQL, Streamlit, Python, Plotly, SQLAlchemy*   January 2025 – February 2025
- Designed and implemented a relational database (5+ tables with PK/FK constraints) to store PGA Tour data (2015–2022), including players, tournaments, scores, and financials
- Developed a Streamlit web app with custom SQL query execution, dynamic table views, and interactive data visualizations using Plotly
- Enabled performance analytics with advanced SQL queries to extract insights on player trends and tournament outcomes

TECHNICAL SKILLS

Languages: Python, SQL (PostgreSQL, MySQL), HTML, R
Frameworks: Flask, FastAPI, React, Streamlit
Data & Visualization Tools: Tableau, Excel, PowerPoint, Miro
Developer Tools: Git, Docker, TravisCI, Google Cloud Platform, VS Code, Visual Studio, PyCharm