WILLIAM ZHU

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Professional Summary

- Data Analytics Consultant with 2 years of experience in food tech e-commerce and survey research. Skilled at extracting business insights from complex consumer data. Experienced data wrangler, data quality detective, and dashboard builder.
- Master's student in Computational Social Science at UChicago with a concentration in Quantitative Marketing at Chicago Booth School of Business (Graduating in June 2022).

Skills

Tools: Python, SQL, R, PySpark, Dask, Google Data Studio, Google Analytics, Git/Github, Latex, HTML/CSS
AWS (Sagemaker, EC2, EMR, Lambda, Redshift, DynamoDB, S3, Kinesis)
Machine Learning: Linear and Logistic Regressions, Random Forest, Boosting, KNN, Model Selection, PCA, Clustering
Analytical Methods: Hypothesis Testing, Cohort Analysis, Network Analysis, Time-series Forecasting, Text Analysis

Education

The University of Chicago (Chicago, IL)
MA Computational Social Science (STEM), Quadrangle Scholar, GPA: 3.8/4.0 *June 2022 (Expected)*
Courses in Python Programming, Machine Learning, Natural Language Processing, Algorithms, Databases, Social Network Analysis, Large Scale Computing
Marketing Concentration at Chicago Booth School of Business
Courses in Competitive Strategy, Marketing Strategy, Pricing Strategy, Consumer Behavior, Experimental Marketing

Haverford College (Haverford, PA)
BA Sociology, Minor in Statistics, GPA: 3.73/4.0, GRE: Verbal: 165/170, Quantitative: 167/170 *May 2019*

Work Experience

RealEats (Geneva, NY)
Data Analytics Consultant (part-time, remote) *September 2021 – present*
- Drove analytics insight that led to $16 million Series A funding (Python and SQL on AWS Sagemaker and Redshift)
- Saving 24 hours of CFO and VP of Operations' time every month by automating customer retention reports for investors
- Building and refining promo code acquisition dashboards for CMO and Director of Marketing (Google Data Studio)

Data Science Intern (remote) *June 2021 – September 2021*
- Improved 2-month customer lifetime value (LTV) by 7% by identifying and implementing promo codes associated with high Average Order Value (AOV) and low churn rate
- Solidified brand positioning strategy by identifying top customers attributes using logistic regressions and decision trees; compiled a customer dataset from sources including sales records, Google Analytics API, U.S. Census, gender-guesser Python package, and Zillow home value index (Python, SQL)
- Delivered 8 presentations in front of the CEO, CFO, CMO, and VP of Operations; attended weekly strategic meetings

Westat (Rockville, MD)
Research Assistant (full-time) *July 2019 – June 2020*
- Received the highest performance rating for all 8 evaluation projects by performing survey data analysis and report writings for clients including U.S. Department of Education, Verizon, and National Science Foundation (R, Excel)
- Co-authored an evaluation report to show that Racial Equity Action Leadership Program is effective at guiding 30+ participants to craft company-wide racial equity plan via 8 participant observations and 10 surveys
- Co-authored a journal article titled "Using state data sets and meta-analysis of low-powered studies to evaluate a school-based dropout prevention program for students with disabilities." in *Studies in Educational Evaluation*

Projects

Exploring Variations in Divvy Bike Station Usage Volume [5-min presentation, blog post] *March 2021 – June 2021*
- Demonstrated that public bike share stations' usage rate are linked to crime rates, socio-economic status, network effect and demography using linear regressions; compiled a station dataset from sources including 300K Divvy bike trip records, 210K Chicago crime records, 11K bus stops records, U.S. Census, and Zillow home value index

Uncovering Links between Cultural Values and Company Directions [5-min presentation] *March 2021 – June 2021*
- Showed that firms with an agile culture are more likely to receive M&A offers using keyword frequencies of 4 million Glassdoor employee reviews from 6K firms in the U.S.; applied logistic regressions to control for firm size and location
- Matched 20K company names between S&P Capital IQ and Glassdoor employee review databases by constructing a customized string similarity measure based on the fuzzywuzzy Python package