Xinyue Zhang

Tel.: (86) 15121080291 **E-mail:** emily.z0307@gmail.com

EDUCATION

London Business School   **London, UK**

Master in Analytics and Management   **Expected 9.2021-6.2022**

- **Core Modules:** Applied Statistics, R for Data Science, Python, Machine Learning, Finance, Marketing

Shanghai University of Finance and Economics   **Shanghai, China**

Bachelor of Management in Information Management and Information Systems   **Expected 6.2021**

- **Grades:** GPA 3.71/4.0; Average Score 88/100; Rank top 5%
- **Awards:** Renmin scholarship of 2018 and 2019; Outstanding Student of 2018; Winning prize of Shanghai College Students system design competition; Third prize of mock job searching competition
- **Core Modules:** Mathematical Statistics, Database, Data Mining, Machine Learning, Python

Queen Mary University of London   **London, UK**

Study Abroad Program   **9.2019 - 12.2019**

- **Grades:** 87/100 in Financial Accounting, World Economy, Econometrics, Games and Strategies

EXPERIENCE

Didi, Strategy Operation Intern   **Shanghai 10.2020 – 12.2020**

- Assisted A/B tests for the adjustment of a driver evaluation system and used SQL and Excel to fetch raw data and analysed the results; used regression analysis to diagnose key features contributed to driver retention rate and driver efficiency and constructed future adjustment strategy
- Supported daily strategy operation work for east China; diagnosed problems of drivers and passengers through data collection, user survey, etc.; explored possible solutions to different problems with other departments
- Identified high-potential customer base, key advertising channels, and key areas by analysing user behaviour data; facilitated precision marketing and improved Gross Merchandise Volume by 7%

Tencent, CSIG Industry Innovation Centre, Product Manager Intern   **Beijing 5 – 8.2020**

- Designed a mobile app for an encyclopaedia press to introduce World Heritage Site the Grand Canal; collected user needs, built functional framework, and cooperated with designers and developers; implemented various forms of interaction, including audio tour and interactive 3D modelling of items on display
- Accelerated the launch of digitalized products for three towns in Yunnan; assisted clients in communicating with technology providers; executed final product testing; ensured that the projects were launched on time
- Researched six digital products for tourist attractions made by other tech companies in the context of the pandemic, produced four research reports; explored development strategies and specific functions of Tencent tourism products; developed product prototypes to provide more possibilities for future product optimization

Ping An Technology, Product Manager Intern   **Shanghai 12.2019 – 2.2020**

- Participated in the development of a legal AI system for use by the company and Shenzhen government; performed product analysis of case search and law retrieval functions; finished relevant prototype design
- Tested function of advanced search, result ranking and legal encyclopaedia; found five bugs; made requirement optimization list with priority and due date for the developers' reference
- Designed interface prototypes and functions for the legal news section; drafted six competitive research reports

Philips Healthcare, Data Analysis Intern   **Shanghai 7 – 9.2019**

- Generated weekly and monthly sales reports, including customer visits and sales figures of 80 sales representatives; prepared data analysis to help sales representatives adjust sales targets and strategies
- Created CRM and DMS reports with Microsoft Excel processing raw data; helped the line manager analyse market performance and distributor performance
- Assisted the manager in carrying out due diligence of medical equipment distributors to monitor risks
- Allocated business opportunities for sales representatives around China to promote medical equipment sales

Data Mining Project, JD.com User Buying Behaviour Prediction   **Shanghai 5 – 6.2020**

- Analysed purchase behaviour of users on JD.com and tried to predict users' purchase intentions; classified predictable users to help merchants execute precision marketing and save on marketing costs
- Collected and cleaned real sales data of sneaker on JD.com from March of 2018; practiced feature engineering to build more attributes to simulate the complete purchase process
- Split the dataset into training set and validation set by time window; built logistic regression and XGBoost models to predict the users' purchase possibility; tested the models in validation set and realized 88% accuracy

PROJECTS AND ACTIVITIES

- Co-founder of Marshall entertainment company: Marshall Detective Club
- Founder of college application consultation volunteer team for High School Attached to Northeast Normal University
- Team Leader of Psychological Counselling Website Design
- Team Leader of SUFE 2019 Huawei Finance Competition, won third prize

OTHERS

- **Tools:** SQL, Python, Excel, R ; **Languages:** Fluent in English (GRE 328, IELTS 7.5); native in Mandarin Chinese