

Zhechao Jin

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SUMMARY

Highly motivated and trained analyst seeking opportunity to apply business analytical and/or data mining skills to challenging business problems in marketing, finance, operations, consulting and/or risk management.

EDUCATION

University of Connecticut, Hartford, CT **May 2014**

Master of Science in Business Analytics and Project Management, GPA: 3.84

Honor: Member of BETA GAMMA SIGMA - the largest alumni group in the world for graduates of business programs

Relevant courses: Data Mining and Business Intelligence; Process Modeling and Data Management; Predictive Modeling; Project Risk and Cost Management; Introduction to Project Management; Business Decision Modeling

Zhejiang University of Finance and Economics, Hangzhou, China **June 2012**

Bachelor of Science in International Economics and Trade, Academic Excellence Scholarship (2009 & 2010)

EXPERIENCE

Innovation Accelerator Intern: Connecticut Center for Entrepreneurship & Innovation, Stamford Jan 2014 – present

- Market research for a web-based financial information service company – determined primary and secondary customers, market trends, competitor analysis, revenue scenario analysis, SWOT analysis.
- Hold client meetings (in person or conference call) every week to report the up-to-date research and exchange feedback.
- Track the website traffic data with Google Analytics, collected and compiled research results from the team.
- Utilize Qualtrics to conduct a questionnaire survey to target customers (financial advisors, asset management firms) and analyze the data to validate customers' preferences, user experience and product value expectations.

Summer Internship: FM Facility Maintenance, Hartford, CT **May – Jul 2013**

- Analyzed Facility Maintenance's business model and macroeconomic challenges and presented to key management.
- Reviewed daily case reports and took appropriate action to different section of cases.

Consumer Banking Internship: Standard Chartered Bank, Hangzhou, China **Aug – Oct 2011**

- Developed business channels and prepared marketing materials for consumer financial products.
- Reviewed financial products; presented detailed information to non-technical audience.

PROJECTS

Predictive Factors for Life Insurance Buying: LIMRA, Hartford, CT **Jan – Apr 2013**

- Ideated and constructed a statistical model predicting individuals who would purchase additional life insurance.
- Used PIEmatrix to control project schedule, design project scopes, and do project risk analysis.
- Studied the questionnaire survey provided by LIMRA (provides research/consulting to insurance companies), selected variables that were relevant to the model, used JMP and Excel to clean and manipulate data, preparing it for modeling.
- Presented findings to senior executives of LIMRA including the CEO.

GE Flight Quest – Analysis of Flight History Data to Predict Flight Delays, Hartford, CT **Mar – Apr 2013**

- Data preprocessing - 1) Data cleaning (deleting redundant/irrelevant/missing data); 2) Data integration (creating primary key between different datasets using MS Access); 3) Data transformation (formatting and calculating).
- Utilized SAS EM to build decision tree, regression and two-stage models and chose the optimal model with the smallest misclassification and average square error.
- Evaluated further into the final 19 significant variables and found out the 6 airports that are both significant to departure & arrival delays and 13 kinds of aircrafts that are most significant to delays.

SKILLS AND COMPETENCIES

- Data preprocessing, Statistical modeling(GLM, Logistic Regression, ANOVA), Decision tree, Cluster analysis, Association rule, Business optimization modeling, Time series forecasting and sensitivity analysis, Leadership
- SAS Base Programming certification, SAS EM, JMP, VBA, SQL, R, RExcel, MS Office, Corel VideoStudio.

EXTRACURRICULAR ACTIVITIES

- Volunteer, 19th and 20th ING Hartford Marathon, Hartford, CT **Oct 2012 & 2013**
- Volunteer Association, Contributed more than 100 hours of community service every year. **Sep 2008-Jun 2011**
- Playing the piano, Chinese Tai Chi, singing, skiing, hiking, cooking, making interesting life videos.