

Xudong ZHANG

Tel: (1)424-402-9689 Email: xudongz@usc.edu MyPage: xudongz.wixsite.com/resume

EDUCATION & SKILLS

University of Southern California, Marshall Business School

May. 2018

- Master of Management Studies with Graduate Certificate in Business Analytics GPA: 3.67/4.0
- Relevant Coursework: Time-series Analysis, Statistical Learning, Data Visualization, Fraud Analysis

Shanghai Jiao Tong University, School of Biology

Jun. 2016

- Bachelor of Science in Bio-technology GPA: 3.43/4.0
- Emphasis in Bio-Statistics and Bio-informatics

Technical Skills

- Data analysis skills: SQL, R, Python, Tableau, SAS, STATA, SPSS
- Hadoop-based big data tools: Hbase, Hive, PySpark
- Economics and financial literacy: CFA Level-2 Candidate (8A2B)

DATA ANALYSIS PROJECTS

Web Traffic Time Series Prediction

R: forecast/prophet/tidyr/stringr

- Implemented exploratory analysis for Wikipedia's historical web traffic data, which contains 145k time series (rows of articles) and 550 features (columns of dates) after tidy reshaping and time series extraction
- Combined exponential smoothing methods, regression and ARIMA methods to the ensembled forecast model with automated optimized weights
- Identified remarkable weekly seasonality in Top10 rapidly rising topics by comparing the results of RMSE/MAPE using prophet()
- **Skills: Time-series forecast, Exponential smoothing, Regression, ARIMA, Raw-data reshaping**

Credit Card Fraud Detection

R: caret/ggplot2/shiny/dplyr

- Identified fraud transactions with over 98.2% accuracy and 81.2% ARPRC on hugely imbalanced (0.17%) transactional data, using Precision-Recall curve for model evaluation
- Implemented machine learning approaches including Logit Regression, Random Forest, and Neural Networks
- Built a real-time random forest modeling tool for credit card issuers to fit their error tolerance level and detection team capacity with the corresponding detection cutoff
- **Skills: Classification modeling, App-based data deployment & finalization**

Los Angeles Art Gallery Coupon Design

Python: numpy/pandas /scipy/matplotlib

- Conducted A/B test and built interactive and scalable dashboard to measure monetization effects of 5% coupon on different dimensions including age, join date, income and spending on different types or artwork, etc.
- Discovered strong correlation between user conversion, age group and form of artworks through exploratory analysis
- Made recommendation of competitive coupon targeting to responsive user groups
- **Skills: A/B test, Experiment design, Customer clustering & analysis**

WORK EXPERIENCE

China Media Capital, Shanghai, China

Feb 2016 - Jul 2017

Investment Analyst

- Identified TMT investment opportunities, wrote industry report for direct use by consultant, research and analysis
- Set up target companies' operational and financial KPI dashboard for due diligence using Tableau
- Provided moderately complex ROI financial forecasts and recommendations for Strategic Investment Department

EXTRACURRICULAR ACTIVITIES

China House, Tanzania & Kenya

Jul 2014 - Dec 2014

Project Assistant

- Conducted field investigation on rural off-grid generation project for Chinese investors in Dar es salaam, Tanzania
- Trained 20+ local small businesses to develop financial models and manage projects in MS Excel on a weekly basis