Xudong ZHANG

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EDUCATION & SKILLS

University of Southern California, Marshall Business School   *May. 2018*
- Master of Management Studies, 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 Agriculture and Biology   *Jun. 2016*
- Bachelor of Science in Bio-technology   *GPA: 3.43/4.0*
- Emphasis in Bio-statistics and Bio-informatics

Technical Skills
- Data Science skills: Python / R / SQL / Hbase / Hive / PySpark / Tableau
- Web development skills: HTML / CSS / JavaScript / Django / Flask / RESTful API

WORK EXPERIENCE

Bloomberg LP, Singapore   *Jul 2018 - Now*
Commodity Market Data Analyst

- Implemented in-house tech stack to host and publish 11k+ Iron Ore and Steel indicators on a daily basis
- Automated the ETL process of monthly China Custom dataset updates, monitoring trade flow
- Automated commodity indicators categorization and built a dashboard to monitor the client usage on different product class and data contributors, providing insights for Content Acquisition team
- Conducted 4 Python workshops for Sales and Data Specialist team on how to use pandas and Bloomberg proprietary libraries to extract/transform/visualize market data

OTHER DATA PROJECTS

LA Homeless Density Dashboard   *R: ggmap/ggplot2/shiny/dplyr*
- Built an interactive tool to track and measure homelessness density across Greater LA by combining PIT counts, LAPD/LAFD incident reports, 311 calls and other dimensions, identifying seasonal migrating trend and the regional gap of unsheltered encampments
- Assisted City Mayor's office in allocating the new funds and prioritizing areas with high-concentrations of unsheltered homelessness
- ***Skills: Time-series analysis, Geo-spatial data visualization, App-based data deployment & finalization***

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***

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***

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 res salaam, Tanzania

- Trained 20+ local small businesses on data cleaning, visualization in MS Excel on a weekly basis