**Yijiao Zuo**

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**EDUCATION**

**Columbia University New York, NY**

Master of Quantitative Methods in Social Science-Data Track Jan 2021 – Oct 2022

* **GPA**: 4.00 / 4.00
* **Relevant Courses:** Data Mining, Machine Learning, Natural Language Processing, Data Visualization, Data analysis for social science, Quantitative Methodology in social science

**University of California, San Diego San Diego, CA**

Bachelor of Arts of Economics Sep 2016 – Mar 2020

**WORK EXPERIENCE**

**Meituan - The largest Chinese delivery App Beijing, China**

*Business Analyst Intern* May 2021– Aug 2021

* Built an Excel database which includes financial data, prescription sales, top-selling drugs of top 50 bio-pharmaceutical companies by utilizing Wind, a Chinese software equivalent to Bloomberg, reading annual reports, and conducting desk research via Pharm Exec
* Utilized SQL to track and analyze Chinese pharmacies market, including sales volume, concentration ratio, and distribution; built a financial database for top 10 pharmacies, analyzed their market segmentation and conducted competitive and industrial analysis
* Explored online Direct-to-Patient (DTP) service opportunity by analyzing Chinese DTP market size, number of existing stores, potential growth development, and Porters’ Five Forces
* Independently completed 6000+ words of Chinese dermatology skin care industry reports, including the analysis of its marketplace, competition landscape, sales channel distribution and potential entrance opportunity; independently completed 5000+ words of one pharmaceutical company report, including Chinese healthcare big data market, the company’s development history, business model, financial status and its SWOT analysis

**KPMG Beijing, China**

*Strategy Advisory Intern* Aug 2020 – Oct 2020

* Participated two projects related to medicine’s brand positioning, message testing and design of Patient Assistance Programs (PAP)
* Tracked down treatment of PRR&PSR patients to understand the patient journey, drop-off ratio and reason, to access market status quo and potential of "chemo-free" tactics; researched the competitors' approved indications, patient profile and penetration rate in different ovarian cancer treatment lines
* Conducted secondary research for PAPs, including SWOT analysis, application qualifications and competitors' PAPs procedures
* Calculated expenses of different PAPs design, and compared new products against industrial standard
* Drafted questionnaire and initiated interviews with subject matter experts; documented 30+ interview minutes, and facilitated the completion of two 60 slides PowerPoint presentation, which includes patient journey, drug discontinuance time and rational, potential entrance opportunity, and design suggestions

**Inspur** **Jinan, China**

*Data Analyst Intern* Jul 2019 – Sept 2019

* Utilized SQL to track and analyze the data for top Chinese e-commerce platforms, such as Taobao, Jingdong, Tmall, including the sales volume, selling products market share, number of stores, and conducted online retailing market report
* Predicted the network retailing data in the coming months by using the Time Series Model ARIMA in R
* Conducted research on top international e-commerce platforms, such as Amazon, Ebay, Shopee, which include platform characteristic, sales volume, and business model for SWOT and Porters’ Five Forces analysis
* Participated in an index establishment project for e-commerce platform which includes 6 primary indicators and 11 secondary indicators, reflecting e-commerce penetration, growth, and economic influence in different regions
* Built an exponential model related to the petition development, classified and analyzed petition data, and then built an exponential model to predict the petition situation

**Project**

**Lovelytics Customer Segment Project New York**

Sep 2021 – Dec 2021

* Completed 90,000+ data wrangling work includes but not limited to merge and reformatre datasets, recode variables and fill the missing data etc
* Applied K-means clustering and elbow curve to identify key customer segments and utilized PCA to shrink the dimensions and visualize the cluster in Python
* Utilized various visualization techniques, such as bar graph, pie chart to visualize purchasing power for different characteristics of customer in R
* Developed a comprehensive customer segmentation solution for Epsilon to help the company relocate the target customers and market

**ADDITIONAL INFORMATION**

**Technical Skills:** Proficient in R, Python, SQL, Microsoft Excel (Pivot Table, Functions, Solver), PowerPoint, iMovie

**Interests:** Travailing, Swimming, Pilates