Zheng (Zeni) Zhang

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EDUCATION

University of British Columbia   **Kelowna, BC, Canada**
*Master of Data Science **GPA: 4/4***   Sep. 2023 – Jun. 2024

McMaster University   **Hamilton, ON, Canada**
*Bachelor of Science Mathematics & Statistics **GPA: 3.7/4***   Sep. 2019 – Jun. 2023
   o   **Awards**: Deans' Honour List

SKILLS

- ✓ **Software & Platforms:** Python, SQL, R, SAS, MATLAB, Excel (Macros, VBA); Power BI, Tableau; GitHub
- ✓ **Libraries:** Pandas, NumPy, Scikit-Learn, PyTorch, TensorFlow, SciPy, Plotly, Seaborn; tidyverse, dplyr, ggplot2, spatstat
- ✓ **Core Competencies**: Data Analytics, Data Visualization, Business Intelligence, Machine Learning (Decision Trees, Random Forest, Clustering, K-Nearest Neighbors), Natural Language Processing, Statistical Modeling, Time Series Analysis

PROFESSIONAL EXPERIENCE

GreenSpace Health   **Kelowna, BC, Canada**
Data Analyst – Capstone Project   May 2024 – Jun. 2024

- Enhanced therapist-patient matching on **Python** for a clinic management platform, leveraging **SQL** queries on 1M+ records from Snowflake and **machine learning models**, leading to a projected 5% improvement in patient satisfaction (TA Score).
- Applied Random Forest regression for **predictive modeling** to identify key factors influencing TA Score, such as first session feedback score, assessment completion rates, and multiple match attempts.
- Designed a clustering-based scoring mechanism to optimize initial therapist-patient assignments, minimizing manual bias and boosting patient participation.
- Collaborated with **cross-functional teams**, including engineering and project management, to integrate insights into the platform, delivering a data-driven decision-making framework for clinics.
- Presented findings to stakeholders via a dynamic **Tableau** dashboard, allowing simulation of potential advancements and visualization of their results, providing actionable recommendations to elevate patient experience.

Henan Institute of Geophysical Spatial Information Co., Ltd   **Zhengzhou, China**
GIS Data Analyst Intern   May 2023 – Aug. 2023

- Upgraded an automated land **classification model** within a GIS SaaS platform, increasing classification accuracy by 4% to support platform analytics and decision-making for environmental monitoring and urban planning.
- Refined model performance by assessing misclassified land types, optimizing feature selection, and adjusting hyperparameters (e.g., learning rate, batch size) in a deep learning framework for more precise land-use categorization.

Worhe International (Hong Kong) Co., Ltd   **Dongguan, China**
E-commerce Data Analyst Intern   May 2021 – Sep. 2021

- Streamlined the acquisition and consolidation of multi e-commerce platform data with VBA, generated **Power BI** to track sales trend and marketing impact, reducing manual processing time by 80% and enabling real-time strategic decision-making.
- Conceptualized **A/B tests** to run **statistical tests** on SEO indicator, measuring click-through rates and keyword effectiveness, restructured the product listings to strengthen visibility and user affinity, leading to a 30% increase in conversion rate.
- Performed pricing sensitivity and elasticity assessments to develop data-informed promotional strategies by identifying high-sensitivity products, led to a 20% growth in weekly sales volume.

PROJECT EXPERIENCE

Stock Data ETL Pipeline   Oct. 2024 – Nov. 2024

- Architected and deployed an automated end-to-end ETL pipeline on GCP (Google Cloud Platform) using Airflow and Docker, connecting Yahoo Finance API stock data into MySQL databases for structured analysis and streamlined data workflows.
- Built interactive **Tableau** interface for stock trends, evaluate financial metrics, and forecast market behaviors, empowering stakeholders to identify key investment opportunities and modify portfolio allocation.

Retail Sales Dashboard   Feb. 2024 – Mar. 2024

- Created a responsive **customer behavior visualizaton** employing Python's Plotly, combining RFM modeling & K-means clustering to segment customers and examine engagement, retention and purchase behavior.
- Formulated a sales **forecasting model** utilized ARIMA to predict regional demand trends, guiding inventory management and region-specific marketing efforts. The improved demand predictions reduced stock shortages by 20% and gained revenue by 3% ensuring products were available in the right regions.