

LARRY W. ZHOU

• 1800 Franklin St #302, San Francisco, CA, 94109 • Email: Zhou.Larry@gmail.com • Cell: 716-867-6816

Mission: Leverage data to make impactful decisions at a growing tech company that will improve the way we live

Education

New York University

New York, NY

- Bachelor of Arts in Mathematics – Concentration in Business 05/13
- Coursework: Statistics, Java, Financial Accounting, Mathematical Modeling, Luxury Markets, Digital Marketing

Phillips Academy Andover

Andover, MA

- Member of the National Society of High School Scholars (NSHSS) 06/09

Relevant Experience

Eero - Product Analytics - Senior Data Analyst

San Francisco, CA

- Analyzed product setup funnel which led to a bug fix that increased first-time successful setups by 5% 07/17-01/18
- Utilized machine learning techniques (L. Regression, Random Forest) to analyze user churn
- Identified and analyzed smart-home networks using Market Basket analysis to identify product ownership patterns
- Worked closely with Setup and Home experience teams to help prioritize API integration by quantifying impact

Pandora - Growth and Retention - Data Analyst

Oakland, CA

- Created over 12 dashboards to track user growth metrics and product usage to monitor product health 07/15-07/17
- Automated a tracking system to gather demographic level data on 1.6B ads a quarter to quickly identify inefficiencies
- Created a test to reduce ~30% of ad load to users -52m ads/mo- recouping \$40k in ad inventory/mo
- Built a systematic A/B test ad performance and improve conversion rates by 10%

1-800 Flowers - Marketing - Business Data Analyst

New York, NY

- Aggregated multi-year sales data to differentiate and optimize cross platform customer conversion 07/14-11/15
- Created unique customer segments to based on their behavior and buying patterns improving conversion rate by 11%
- Automated daily and weekly reporting for several subsidiary companies saving 20 hours of work a month

Havas Worldwide - Analytics and Insight - Junior Data Analyst

New York, NY

- Clients: Diageo – Don Julio – Johnnie Walker – TheBar.com | Hershey's – Jolly Rancher – Kit Kat 09/13-07/14
- Optimized Twitter media buys and improved cost efficiencies by over 90% - from \$0.90 to \$0.05 CPC
- Formulated new and innovative A/B/C/D test scenarios to be carried out for a given month to better target customers

Amazon - MyHabit.com - Merchandising Operations Manager

New York, NY

- Created a VBA script to automate a daily report to the entire production and creative tea 06/13-08/13

J. Crew - Project Management - E-Comm. - Intern

New York, NY

- Managed 4 projects as a SCRUM master – teams 4-17 – helped launch Online Pre-screen program 06/12-08/12

Additional Experience

Zeta Psi Fraternity - Phi Chapter - Alumni Representative, Rush Chair, Marketing Chair

New York, NY

- Marketing Chair: Allocated \$4,000 and managed 3 Rush Chairs as well as the overall marketing strategy 05/11-05/13

NYU Recreation Center - Golf Instructor

New York, NY

- Taught 60 students Golf and wrote 3 instructional documents that saved the program 20% of annual rev. 09/11-08/12

UBS Wealth Management Research - Technical Analyst - Intern

New York, NY

- Analyzed over 25 indices and individual stocks on a monthly basis to determine cyclical changes in the market 09/10-05/11

H&J Inc. (Civil Engineering Consulting Company) - Intern

Beijing, China

- Translated and edited 6 working proposals for government projects from Chinese to English 06/10-08/10

Skills and Certifications

- **Languages:** Mandarin, Shanghainese
- **Programming:** SQL, R, Hive, PySpark, Python, SAS, VIM, LookML
- **Other:** Looker, Tableau, Airflow, Google Analytics, Twitter/Facebook Ads, Microsoft Excel/PPT (expert)
- **Certifications:** Market Technicians Association 2011, Agile System (SCRUM) 2012

Data Coursework

- SAS 1+2: Data Manipulation – 2015
- SAS SQL 1: Essentials – 2015
- Adv. RDMS (Stanford) – 2015
- Machine Learning (Udacity) – 2016
- Statistical Learning in R (ISLR, Springer) – 2017
- Elements of Statistical Learning (ESL, Springer) – 2017
- Machine Learning A-Z (Udemy) – 2017
- Python for Data Science and Machine Learning with R (Udemy) – 2017

Activities

- Andover Alumni Event Coordinator (2009-Present)
- NYU Mentorship Program (2017-Present)
- NYU Varsity Swimming & Diving (2009-2011)

Interests

- Skiing • Golf • Ultimate Frisbee • Rock Climbing • Adventure Photography • Campfire Cooking