

# Zhiyun (Eric) Huang

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## SUMMARY

**Career objective:** Currently an intern at Fisher & Paykel Healthcare under the quality distribution team. Graduating with a Master's degree in Professional Studies, with a focus on Data Science. Seeking a data position where my experience in data analysis skills will be utilized.

- One year industry experience with proficiency in leveraging data analytics and business intelligence tools(i.e. Tableau/QuickBI/PowerBI) to maximize outcome delivery.
- Demonstrated experience with Excel, and Python, enabling effective and efficient data cleaning and transformation.
- Possess substantial knowledge and expertise in market research and analysis.

## PROFESSIONAL EXPERIENCE

**Fisher & Paykel Healthcare** 2023.11 - Present

Quality & Regulatory intern (Quality Distribution) Auckland

- Currently developing a comprehensive dashboard using Power BI, focusing on the extraction and analysis of Non-Conformance Report (NCR) procedures.
- Implementing cross-analysis techniques within the dashboard to evaluate NCR products, batches, and numbers, ensuring a detailed understanding of quality control processes.
- Utilizing advanced data visualization and business intelligence tools in Power BI to create an interactive and user-friendly platform for monitoring and assessing NCR-related data effectively.

**Ministry of Education** 2023.07 - 2023.11

Project intern Remote

- Transformed the Reputational Dashboard using Tableau to offer an interactive and visually engaging user experience. Leveraging Tableau to illustrate media impact on the Ministry's reputation.
- Utilized Python for topic modeling and sentiment analysis, extracting meaningful insights from extensive media data, and enabling a deeper understanding of public sentiment and topical trends.
- Employed a pre-trained BERT model along with Latent Dirichlet Allocation (LDA) for advanced sentiment analysis and topic modeling, integrating machine learning techniques to enhance the accuracy and depth of our analytical insights.
- Conducted comprehensive user testing to guarantee the dashboard’s user-friendliness and practicality. Gathering user feedback and making iterative improvements to meet the end users' needs effectively.

**Poizon (E-commerce Platform)**

2021.12 - 2022.05

Data analyst intern

Shanghai

- Developed five **QuickBI** dashboards to deliver marketing insights by managing millions of user data across different datasets, enabling the tracking of vital performance indicators such as Net Promoter Score, visitor information, performance rate, CPO, and refund and replacement policies for daily/monthly traffic monitoring.
- Leveraged **Python** for data visualization, statistical analysis, and data cleaning to examine metrics for innovative strategies. Built a daily running python using **Beautiful soup** package to crawl daily nationwide weather conditions and transform to clean columns of data for analysis.
- Implemented **A/B testing** to identify and address a conversion rate issue with regard to customised display images, resulting in 2% sale increase, achieving business objectives, and improving the user experience.
- Conducted **market analysis** using dashboard insights and historical customer feedback to enhance marketing strategies and improve product positioning.

**NIO (New Energy Electric Vehicles Company)**

2021.10 - 2021.12

Data management intern

Shanghai

- Developed data support for **agile** product development, effectively managing and constructing database systems to ensure accurate relationships between datasets. Categorize internal datasets to assess NIO's data relationships, pinpointing the wrong relations and correcting them.
- Leveraged **SQL** scripts to populate datasets and conduct data analysis including Bill of Materials (BOMs) for each base point model, providing a clear and concise overview of project components.
- Utilized **Python pandas** and **Excel VLOOKUP** to cleanse **1M** data from JIRA to aggregate variables across multiple time dimensions, achieving accurate and unified result.

**Trip.com Group (Chinese Biggest OTA company)**

2019.11 - 2020.02

Marketing analysis assistant IBU

Shanghai

- Collaborate in the establishment of European marketing researchs and devised monthly **Tableau** dashboards for traffic monitoring to analyze competitive data, user information, and ROI trends; providing real-time insights into website performance and enabling data-driven decision-making.
- Corrected 200-row data inaccuracies in **Excel** formulas, **VLOOKUP**, **index match** and **pivot tables** and manually computed and verified monthly key performance indicators to ensure data accuracy and integrity.
- Collaborated and leveraged **SQL Hive** for Trip.com **user profile**, generating reports using dimensional analysis and visualize the result using **Tableau** for further market research.

## EDUCATION

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<b>University Of Auckland</b>	2023.02 - 2023.11
Master of Professional Studies-Data Science	Auckland
Courses: Database design   Big data management   Statistical computing	
<b>University of Auckland</b>	2022.07 - 2022.12
Postgraduate certificate in Information Technology	Auckland
Courses: Web Design   Java   Javascript	
<b>University of Auckland</b>	2018.02 - 2021.06
Bachelor of Science	Auckland New Zealand
<b>Double major</b> in Statistics and Geography	
Courses: R(Time Series, Multivariate analysis)   SAS programming   GIS	

## PROJECT EXPERIENCE

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### Trip.com User Profile 2019

- Engaged in marketing campaign projects for overseas countries. Conduct market research, collect relevant data, and manage data processing and visualize it using **Tableau**.
- Perform thorough analyses of conversion rates for Trip.com's hotel and flight ticket services using **Hive SQL** on a daily basis for traffic monitoring. Assess competitive products, generating insight reports for the industry.
- Conduct **dimensional analysis** of site performance, examining order volume, traffic, and user data, as well as customer purchasing behavior, including browsing and booking preferences, purchasing power, and cross-selling.

## Skills

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- Skilled in: Python (Pandas, Numpy, BeautifulSoup, Sklearn, Matplotlib), Java, R, Javascript, Html, CSS, Git, AWS
- Experienced with SQL, SQLite, MongoDB, DataWorks, Hive, Tableau, QuickBI, Xmind, JIRA, MS Office applications
- Strong ability to communicate technical concepts effectively to a range of audiences
- Demonstrated skills in multitasking, prioritizing, planning, organizing, and executing projects
- Proficient in analyzing vast amounts of data to derive business insights