Zicheng "Alex" Zhao

◆ (628) 724-0600 ◆ ziczhao@ucdavis.edu ◆ San Francisco, CA ◆ LinkedIn ◆ Portfolio

PROFILE

Master of Science in Business Analytics candidate at UC Davis | Two years of professional experience in data science & predictive modeling
Specialties: Machine Learning, Predictive Modeling, Statistical Analysis, Deep Learning & NLP, Data Mining, Experimentation & A/B Testing, Data Visualization
Technologies: Python, SQL, R, Tableau, Power BI, Advanced Excel
Certifications: Tableau Desktop Specialist, Data Wrangling, Analysis and AB Testing with SQL, SQL for Data Science

PROFESSIONAL EXPERIENCE

Alexander Tutoring **San Francisco, CA**
Data Scientist, Practicum Project Aug. 2024 – Present
- Explored and processed a **20K+** rows dataset, resolving data-mapping issues from different data sources including Stripe payment and Google Calendar data to ensure data integrity and drive accurate insights
- Established a data analytics framework and built a churn model(AUC = **0.74**) by Weighted Logistic Regression to calculate key KPIs, including a **68%** churn rate and revenue trends
- Developed a K-means clustering model (Machine Learning) to segment customers by payment behavior, identifying high, moderate, and low spenders
- Built a star tutoring evaluation model using Principal Component Analysis for feature weighting and a random forest algorithm, incorporating key metrics such as rescheduling rates, conversion rates, churn, and customer lifetime value
- Developed and automated data pipelines using Python and Google Cloud, integrated data into Salesforce, and created reports and interactive Salesforce dashboards to visualize **6** key metrics like churn rate etc., enhancing data-driven decision-making

Shell (China) Limited **Xiamen, CHN**
Marketing Analyst Manager, Practicum Project Dec. 2023 – May. 2024
- Applied A/B testing and statistical methods to evaluate and refine digital marketing strategies, resulting in a **12%** improvement in campaign conversion rates and enhanced customer segmentation
- Developed and deployed regression and classification models to forecast campaign outcomes, integrating diverse data sources into interactive dashboards that provide real-time performance metrics

Ningbo Powerhouse Capital LLP **Ningbo, CHN**
Data Analyst, Internship Sept. 2023 – Dec. 2023
- Utilized Python (Pandas, NumPy, scikit-learn) to mine and analyze large-scale financial datasets, developing regression and time series models that enhanced revenue forecasting accuracy by **18%**
- Created visually driven reports on telecommunications industry trends by using Tableau. Simplified complex data insights for non-technical stakeholders, highlighting growth opportunities and risks over the next 3-4 years in China

IPSOS **Guangzhou, CHN**
Quantitative Research Intern, Internship Apr. 2023 – Aug. 2023
- Conducted A/B testing and statistical analysis using Python to evaluate the effectiveness of various marketing strategies—resulting in an **8%** increase in customer engagement in DiDi's South American market
- Developed a comprehensive brand map by deploying Principal Component Analysis (PCA) to analyze DiDi's and competitors' brand perceptions(e.g. Uber), resulting in tailored strategic recommendations that enhanced market positioning
- Executed a conjoint analysis to quantify consumer willingness-to-pay for key ride features (e.g., comfort, price, safety), providing robust evidence that enabled DiDi's pricing team to optimize dynamic pricing strategies

PROJECTS

Twitter US Airline Sentiment Analysis Dashboard Jan. 2025 – Feb. 2025
- Analyzed social media sentiment by leveraging NLP techniques, interactive visualizations, and Heroku to deployed on web

The Power of Social Media Sentiment - How It Can Predict Stock Prices? Mar. 2023 – Jun. 2023
- Analyzed the effect of Elon Musk's tweets by NLP on Tesla's stock prices and developed a predictive model using sentiment analysis

EDUCATION

University of California, Davis **San Francisco, CA**
Master of Science, Business Analytics 2024 - 2025
Highlighted Coursework: Machine Learning, Advanced Statistics, Big Data Analysis, Cloud Computing, Data Mining

Xiamen University **Xiamen, CHN**
Bachelor of Science, Marketing 2020 - 2024
Highlighted Coursework: Marketing Research, Brand Marketing, Big Data Marketing, IMC, Marketing Engineering