

# Zicheng "Alex" Zhao

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## PROFILE

Master of Science in Business Analytics candidate at UC Davis | Two years of professional experience in data science

**Specialties:** Exploratory Data Analysis, Statistical Exploration, Data Visualization, Experimental Design, A/B Testing

**Technologies:** R, SQL, Python, Tableau, Power BI, SPSS, CSS, JavaScript, Advanced Excel

**Certifications:** [Data Wrangling](#), [Analysis and AB Testing with SQL](#), [SQL for Data Science](#)

## EDUCATION

### University of California, Davis

San Francisco, CA

Master of Science, Business Analytics

Expected Aug. 2025

*Highlighted Coursework:* Data Management, Advanced Statistics, Big Data, Cloud Computing, Machine Learning

### Xiamen University

Xiamen, CHN

Bachelor of Science, Marketing

Jun. 2024

*Highlighted Coursework:* Marketing Research, Big Data Marketing, Marketing Engineering, IMC, Brand Marketing

## PROFESSIONAL EXPERIENCE

### Alexander Tutoring

San Francisco, CA

Data Analyst, Practicum Project

Aug. 2024 – Present

- Established a data analytics framework to calculate key KPIs, including a 68% churn rate and revenue trends, by cleaning and analyzing Stripe payment and Google Calendar data
- Developed a K-means clustering model to segment customers by payment behavior, identifying high, moderate, and low spenders. Recommended tailored retention strategies, such as loyalty programs for high spenders and re-engagement campaigns for low spenders, enhancing personalized outreach and optimizing pricing
- Constructed a Weighted Logistic Regression model with 74% accuracy to predict customer churn, flagging at-risk customers. Recommended specific retention strategies, such as early intervention for flagged customers, to reduce churn and increase overall customer retention

### Shell (China) Limited

Xiamen, CHN

Marketing Analyst Manager, Practicum Project

Dec. 2023 – May. 2024

- Boosted campaign effectiveness by 12% through data-driven strategies, including audience segmentation with cluster analysis, A/B testing for content optimization, and performance tracking via key KPIs like conversion rates
- Created interactive Tableau dashboards to visualize campaign performance data, simplifying complex insights for non-technical managers, resulting in clearer decision-making and increased satisfaction

### Ningbo Powerhouse Capital LLP

Ningbo, CHN

Data Analyst, Internship

Sept. 2023 – Dec. 2023

- Enhanced financial forecasts by analyzing private equity sales balance sheets using Python's Pandas package. Calculated key metrics such as debt-to-equity ratios, leading to more accurate financial modeling
- 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 different marketing strategies, uncovering 8% increase in customer engagement for DiDi's South American market
- Generated actionable recommendations by analyzing customer usage trends and preferences, such as launching targeted marketing campaigns and refining service features, helping optimize DiDi's market share expansion
- Streamlined data processing by cleaning and wrangling large datasets using Python and Excel VBA macros, improving the accuracy and efficiency of market research insights

## LEADERSHIP EXPERIENCE

### President of Xiamen University Rugby Club

- Founded and led the university's first Rugby Club, organizing training sessions and tournaments that attracted over 200 participants
- Spearheaded marketing and recruitment campaigns, increasing membership by reaching out to over 500 students, significantly growing the club's presence on campus