

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 Analysis, Machine Learning, Modeling and Prediction, Data Visualization, A/B Testing, Data Pipeline

Technologies: Python, AWS, MySQL, Hive, Tableau, R, Advanced Excel, Power BI, Jupyter Notebook, SPSS

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

EDUCATION

University of California, Davis

Master of Science, Business Analytics

San Francisco, CA

Expected Aug. 2025

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

Xiamen University

Bachelor of Science, Marketing

Xiamen, CHN

Jun. 2024

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

PROFESSIONAL EXPERIENCE

Alexander Tutoring

Data Analyst, Practicum Project

San Francisco, CA

Aug. 2024 – Present

- Established a data analytics framework and built algorithm development 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(Machine Learning) 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(Predictive Modeling) 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

Marketing Analyst Manager, Practicum Project

Xiamen, CHN

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

Data Analyst, Internship

Ningbo, CHN

Sept. 2023 – Dec. 2023

- Enhanced financial forecasts by data mining, analyzing private equity sales balance sheets using Python’s Pandas and NumPy. 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

Quantitative Research Intern, Internship

Guangzhou, CHN

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