

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, R, Tableau, MySQL, AWS, Hive, Advanced Excel, Power BI, SPSS

Certifications: [Tableau Desktop Specialist](#), [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, Machine Learning, Big Data Analysis, Cloud Computing

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. Explored and processed a 20K+ row dataset, resolving data-mapping issues across multiple sources to prepare for churn model development
- 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
- Designed interactive Tableau dashboards to visualize key metrics, including churn rate and tutor scores, enabling stakeholders to track performance trends and make data-driven decisions more effectively

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 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

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

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