

Ziyue Zhong

CONTACT

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WEBSITE

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SKILLS

Database Management
MySQL
Hadoop
Spark
Oracle database

Programming Language
R language
Python

BI Tools
Tableau
Google Analytics
SPSS Modeler
Spotfire
Qlikview
Alteryx

Others
AWS Workspace
Microsoft Excel
(What if analysis/
Pivot table/VLOOKUP)

EDUCATION

Fordham University, M.S. in Business Analytics

Aug 2017 - Present · New York, U.S.

G.P.A. 3.75/4.0

Coursework: Big Data Analytics, Applied Regression Analytics, Data Mining, Database Management, Web Analytics, Risk Analytics, Text Analytics

Kean University, B.S. in Accounting

June 2013 - June 2017 · New Jersey, U.S.

G.P.A. 3.72/4.0

Dean's List (spring 2015, 2016) | Outstanding Graduates | Academic Scholarship

WORK

Business Analyst Intern, NYC Department of Design and Construction

Feb 2018 - Mar 2018 · New York, U.S.

- Actively solved the construction cost overrun problem by using Tableau to analyze bureaucratic data and identify its trend and patterns related to other factors.
- Utilized R to build a regression model with forward variable selection to predict the percent cost overrun of New York City construction contract.
- Presented findings to manager to improve operations and proposed optimal solution to improve cost estimation process.

Business Analyst, Gogoand Inc

Mar 2017 - Aug 2017 · Shanghai, China

- Analyzed sales data of 18 brands' products using pivot table in Excel to support brand selection process and deliver weekly sales reports to buyer director.
- Proactively monitored campaign performance and provided actionable and relevant insights to add brand value and increase client retention.
- Efficiently used Google Analytics to understand customer behavior and improve website performance.
- Successfully interpreted data to and assisted 3 media campaigns which respectively contributed to at least 15% increase on net sales.

ANALYTICS PROJECTS

Air France Paid Search Marketing Analysis

Jan - Feb 2018 · New York, U.S.

- Define critical metrics to evaluate the performance of paid search campaign.
- Provide insights through in-depth analyses to optimize Google AdWords selection and traffic source investment.

Price Recommendation Model for Used Car

Jan - Feb 2018 · New York, U.S.

- Prepared large used car database by removing duplicate observations and fixing structure errors.
- Built a price recommendation model for used car website using multilinear regression model in R to improve customer's experience on the website and promote overall business efficiency.

Yelp Restaurants Reviews Analysis

Oct 2017 · New York, U.S.

- Built a web crawler in Python to successfully crawl 20,000+ Yelp reviews from Yelp website.
- Performed text analytics using the NLTK package in Python to generate key tags for 200 restaurants in terms of food, service and environment, which facilitate the restaurants selection process for Yelp users.

March Madness Crunch Madness Competition

Feb 2018 - Mar 2018 · New York, U.S.

- Lead a four-person team developed a prediction model in SPSS Modeler to predict result of each team in the NCAA tournament using data mining techniques (Random forest, Deep learning, Logistic Regression).
- The final model has a 72% accuracy on winning probability of each team.