ZIYUE ZHONG

ziyuezhong.com | zzyy651@gmail.com
347-387-3768 | 888 Main Street, New York, NY 10044

EDUCATION:

Fordham University *Sep . 2018 - Present*
M.S. in Business Analytics - GPA 3.75/4.0 *New York, U.S.*
- Relevant Coursework: Web Analytics, Applied Regression Analytics, Data Mining, Database Management

Kean University *June 2013 - June 2017*
B.S. in Accounting - GPA 3.63/4.0 *New Jersey, U.S*
- Dean's List (spring 2015, 2016) | Outstanding Graduates | Academic Scholarship

TECHNICAL SKILLS

Analytical Tools: Google Analytics, Tableau, Spotfire, QlikView, Alteryx, Oracle, AWS, SPSS Modeler, Excel (Pivot table/ VLOOKUP),
Language: R, Python, SQL

PROFESSIONAL EXPERIENCE

Business Analyst Intern *Feb. 2018 - Mar. 2018*
Skubana *New York, U. S.*
- Skubana is a SaaS company providing ERP system to support high-volume E-commerce sellers.
- Responsible for data preparation by using MySQL to extract customer data and organizing raw data with R.
- Developed ideal customer profile for sales team through K-Means clustering model which improved monthly customer acquisition by 15%.
- Performed cohort analysis and customer churn analysis to identify valuable customer segments and provide insights for chief revenue officer(CRO) on potential revenue growth market.
- Built sales pipeline dashboard in Salesforce.com and presented it with actionable solutions to executives on bi-weekly basis.

Marketing Analyst *Mar. 2017 - Aug. 2017*
Gogoand Inc *Shanghai, China*
- Gogoand is a fashion start-up based in shanghai, selling women's apparel and accessories online.
- Assisted buying director with the brand selection process by analyzing monthly sales data of 18 partnered brands using Excel pivot table to provide a comprehensive brand analysis report.
- Planned and executed marketing activities and events including launching email campaigns and developing social media contents to continuously increase brand awareness.
- Analyzed users' digital footprints using Google Analytics to derive insights and optimize web performance, which successfully improved conversion rates and grew the team's monthly revenue by 25%.

SELECTED PROJECTS

Deloitte March Date Crunch Madness Competition *Feb. 2018 - Mar. 2018*
- Led a team of four to develop a regression model used for predicting NCAA basketball tournament using data mining techniques (Random forest, Deep learning, Logistic Regression).
- Performed data cleaning, data processing, model building and model selection & evaluation together to achieve the best model with 72% accuracy.

Yelp Restaurants Reviews Analysis *Oct. 2017*
- Built a web crawler in Python which successfully crawled 20,000+ Yelp reviews from Yelp website.
- Performed text analytics by using NLTK package in Python to generate key tags for 200 restaurants in terms of food, service and environment, which optimized the restaurants selection process for Yelp users.