

# Yanzhe (Jason) Zhang

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## EDUCATION

<b>Southern Methodist University, Cox School of Business</b>	Dallas, TX
<i>Master of Science in Business Analytics</i>	May 2025
Cumulative GPA: 3.981/4.00	
Honors: Merit Scholarship, Beta Gamma Sigma Member, Alpha Iota Delta Member	
<b>University of Waterloo</b>	Waterloo, ON, Canada
<i>Bachelor of Mathematics in Financial Analysis and Risk Management</i>	Jun 2024
Cumulative GPA: 3.70/4.00	
Honors: President's Scholarship	

## TECHNICAL SKILLS

Python, R, HTML, CSS, JavaScript, SQL, React, Excel, Word, PowerPoint, Linux, Bloomberg Terminal, Power BI, FactSet, Tableau, Alteryx, KNIME, GenAI, Azure, Fabric

## PROJECTS

<b>Oracle Customer Trigger Analysis Capstone Project</b>	April 2025
Team Leader	
<ul style="list-style-type: none"><li>Led an analytics team to analyze over 50,000 multi-touch customer sessions and developed a targeted marketing strategy to optimize Oracle's digital user engagement</li><li>Developed ensemble learning predictive models that identified high-conversion user segments and informed Oracle's targeted marketing and business conversion strategies</li><li>Leveraged Python and Excel for data analysis and visualization; delivered strategic recommendations through a formal presentation to Oracle's marketing leadership</li></ul>	
<b>2025 American Airlines and SMU ITOM Case Competition</b>	Feb 2025
Finalist	
<ul style="list-style-type: none"><li>Developed a strategic data-driven predictive model to optimize supply chain operations and enhance repair order process for American Airlines</li><li>Analyzed four years of real company data, solved the business case, identify patterns and key drivers, and develop strategic recommendations using Tableau, Excel, Alteryx, and KNIME</li><li>Demonstrated our research findings to the executives of American Airlines and Alteryx Sparks at the American Airlines headquarters</li></ul>	
<b>St. Philip's Performing Arts Center Business Consulting Project</b>	Dec 2024
<ul style="list-style-type: none"><li>Developed a comprehensive budget and staffing model for a new performing arts center, outlining revenue streams and operational costs to support school and community programs</li></ul>	

## CERTIFICATIONS

<b>Chartered Financial Analyst Program Level III Candidate</b>	August 2025
<b>Microsoft Office Specialist Expert Certification</b>	October 2024
<b>Microsoft Certified: Power BI Data Analyst Associate</b>	January 2025
<b>Bloomberg Market Concepts Certification</b>	July 2023
<b>FactSet Essentials Certifications</b>	October 2024

## ADDITIONAL INFORMATION

**Languages:** Native Fluency in Mandarin Chinese

**Activities:** Volunteer at United Way, Eco Fair at the Barns, Toronto Marathon, North Texas Food Bank

**Awards:** SMU BLC Dean's Circle Award, SMU BLC Cox Distinguished Business Leader Award, SMU Cox Legacy Award – highest leadership recognition from the Business Leadership Center