

Yonghao Zhang

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EDUCATION

University of Colorado Boulder

Boulder, CO

Master of Science: Business Analytics

May 2019

Cum. GPA: 3.85

- Quantitative Methods, Structured Data Modeling, Market Intelligence, Digital Advertising, Advanced Data Analytics, Applications of Advanced Stats in Advertising, Unstructured & Distributed Data Modeling & Analysis, Customer Analytics

Dual Bachelor of Arts: Computer Science & Economics

May 2019

TECHNICAL SKILLS

- Python (NumPy, SciPy, Pandas and Scikit-learn, PySpark), Hadoop, R, C/C++, JavaScript, SQL, MATLAB, Mathematica, Swift 3, Scala, pivot tables and Bash
- Git, Linux, machine learning, big data, MySQL, IBM SPSS, SAS, Tableau, Jupyter Notebook, Hive, Rstudio, DataGrip, Xcode, AWS, DataRobot, Latex, Google AdWords, Microsoft Office

PROJECT EXPERIENCE

- **Google's Online Marketing Challenge**
 - Achievements: Launched a series advertisement on Google for Wewote by applying digital advertising. Result was 9.19K impressions and 1.08K clicks with further keyword refining.
 - Tools: Python, KPIs, and Google AdWords
- **Quantitative Criticism Project**
 - Achievements: Analyzed trending YouTube video data on Kaggle. Determined statistics between five countries and 26 attributes, and identified multiple correlations of several related predictors. Data cleaned by *Python*, visualized by *D3js* and presented on *HTML*.
 - Tools: KPIs, Python, HTML, JavaScript, D3js
- **Structured Data Modeling Project**
 - Achievements: Designed and created a database for a concert management company. It followed the standard of normalization and referential integrity and was able to interpret valuable information.
 - Tools: SQL, MySQL Workbench
- **Climate Change Analysis**
 - Achievements: A data mining project that examined the climate change trend since 1750 and demonstrated the relationship between climate change and global warming.
 - Tools: Python, R, MATLAB, Latex
- **Topic Modeling Amazon Product Reviews**
 - Achievements: Used method of Latent Dirichlet Allocation (LDA) topic modeling to deliver business insight for the Italian retail clothing company - Diesel S.p.A.
 - Tools: Python, html, JavaScript, Jupyter Notebook
- **Time Series Analysis of Google Trends Data**
 - Achievements: Analyzed the driving factors behind Google Search interest for Netflix, while assessing for influential factors like market trends, seasonality, cyclical behaviors, and irregular changes.
 - Tools: Facebook Prophet, Jupyter Notebook
- **Predictive Analytics Challenge**
 - Achievements: Developed a machine-learning algorithm that regressed video ad features with total clicks and concluded the significant features that improve video ads effectiveness.
 - Tools: Python, DataRobot, Latex

INTERNSHIP EXPERIENCE

Hunter Douglas, Inc. – Broomfield, CO

Jan 2019 – May 2019

Business Analyst Internship

- Designed and built predictive models for 19 different product lines in order to intercept manufacturing and assembly errors of products.
- Enhanced customer experience and product quality by predicting product defects in the early stages through statistical models and machine learning techniques.

Everstars Electronics Co., Ltd – Beijing, China

May 2016 – Aug 2016

Data Analyst Internship - Operations

- Assisted with analyzing sales data to maintain the balance of demand and supply.
- Manipulated data with pivot tables, pivot charts, and macros.