ZIHAO ZHAO

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA   **June 2022**
Master of Science in Business Analytics (STEM)
- Current GPA 3.8
- Relevant Coursework: Statistical Computing and Data Visualization, The Analytics Edge: Data, Models, and Effective Decisions, Data Driven Decision Making

University of California, San Diego – La Jolla, CA   **June 2019**
Bachelor of Science in Management Science (STEM)
- Cumulative GPA: 3.4
- Major GPA: 3.6
- Relevant Coursework: Operation Research, Corporate Finance, Financial Accounting, Marketing, Business Forecasting

EXPERIENCE

CA Fantuan Inc – Fremont, CA   **Summer 2020**
Business Development Internship
- Analyzed consumption pattern of consumers in bay area and made optimized development plans for 4 cities
- Negotiated with more than 50 small business owners and established cooperation relationship with over 20 of negotiated owners
- Monitored sales data and coordinated small businesses to implement promotion plans lifted overall sales by 15%
- Reported price and policy changes weekly and predicted market growth based on seasonal data

Ohlone Chinese Student Association – Fremont, CA   **2015 – 2017**
Co-Founder & Operations Manager
- Led initiation and establishment of Ohlone Chinese student association
- Raised initial fund of 2500 dollars and managed to publicize association via multiple media
- Designed advertising posters and flyers attracted more than 40 students to join
- Coordinated leader team to plan and operate 4 college-level events to enhance association's influence

PROJECTS

Humana-Mays Healthcare Analytics Case Competition – Online   **Fall 2020**
Team Leader
- Led team to be one of top 50 teams with a high model f1-score of 0.85
- Explored and transformed Humana's longitudinal data with 800+ features and 60,000+ observations into a cleaned dataset
- Built a binary classification model to predict 16000+ members' possibilities of having a transportation issue
- Proposed targeted recommendations and future considerations for Humana according to prediction to better provide members in trouble with needed support

Marketing Research Project, University of California – San Diego, CA   **Fall 2018**
- Drafted 2 outline proposals for project concerning business entity, substantial questions, formal methods, relevant logistics, etc.
- Designed and sent out over 50 surveys for acquiring specific information required for project
- Analyzed econometrics of data gathered by using Stata and offered strategic suggestions based on interpretation of such results

SKILLS & INTERESTS

- Computer: Microsoft Office, SQL, Python, Stata, MATLAB
- Bilingual: English(fluent), Mandarin(native)
- Feature Engineering, Database Maintenance, Exploratory Data Analysis, Data Visualization
- Interests: Web Design, Reading, Analysis, Swimming