

# Nina Zou

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Experienced Data Analyst professional with expertise in database and BI tools; currently working as a Data Analyst in Uber Technologies; focus on strategic planning and market growth; pursuing opportunities as Business Analyst and Data Analyst

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## TECHNICAL SKILLS

- Programming Languages: SQL, Python, R
- Database: MySQL, Hive, Presto, Vertica, PostgreSQL, SQLite, SQL Server, ETL
- Data Visualization: Tableau (Certificated), Qlikview, GGplot2, Plotly, Seaborn, Matplotlib, Power BI
- Machine Learning: Regression, Clustering, Decision Tree, Random Forest, KNN, PCA, NLP, Reinforcement Learning, etc.
- Business Analytics: Marketing, Branding, Finance, Statistical Hypothesis, Customer Segmentation, Panel Data Modeling, Time Series Analytics, SEM, SEO, A/B Testing, Recommender System, Google Analytics (Certificated), Cloud APIs, G-suite

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## PROFESSIONAL EXPERIENCE

### Uber Technologies

San Francisco, CA

*Data Analyst Contractor*

Mar.2020 - Present

- Defined key metrics to evaluate the performance for newly launched VOIP solutions, construct salesforce data in Presto by SQL queries, provide ad-hoc analytics on global standardized dashboards for executives, increased gross revenue by 20%
- Transformed raw data from external data sources into scalable tables in Hive using SQL and Piper; automated the reporting process in Python scripts using various APIs, improved work efficiency by 70%
- Launched Global Standardized Productivity Tracker across regions and product categories, analytics large dataset to develop weekly and monthly views for sales activities through marketing funnel, minimized the gap between target by 10%
- Built interactive dashboards for digital assistant for customer supporting and development purposes using Tableau and SQL

### ON Semiconductor

Santa Clara, CA

*Business Marketing Analyst Intern*

Sep.2019 - Dec. 2019

- Generated weekly data analytics reports for KPI, distribution inventory and opportunities and funnels using advanced analysis actions in Python and Tableau, led to 20% growth in revenue
- Applied time series analytics in sales forecast, statistical forecast, historical trends and market trends, using machine learning regression models for an 18-month time horizon with 70% accuracy; decreased the demand risks by 25%

### Nutanix

San Jose, CA

*Data Science Practicum*

Feb.2019 - Dec. 2019

- Aggregated feature engineering workload data from more than 8,000 customers; built machine learning K-means models in Python to determine customer segmentation, targeted 75% of the customers to migrate to the new product
- Built visualizations for target customer descriptions and virtual machines distributions and reported to the stakeholders; designed workload target tool by interactive dashboards in Tableau which saved the total cost by 60%

### Yamaha Music & Electronics (China) Co. Ltd.

Shanghai, China

*Supervisor, Marketing Division*

2014-2017

- Led a cross-functional team of 15 and launched "Yamaha Always with You" campaign; improved brand awareness by 10% through Customer Segmentation Analytics and Marketing analytics; increased sales by 20%, and annual profits by 50%
- Drove A/B testing for Social Media Marketing and Search Engine Marketing; collaborated with famous bands programs to influence 300M active users; grew page view from official country websites annually by 100%

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## ACADEMIC PROJECTS

- **Home Mortgage Ethical Bias Predictive Modeling** [\[Link\]](#): Identified ethical bias from 11.7 million loan records reported by financial institutions, mitigated the bias and optimized the machine learning model with 86% accuracy in Python

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## EDUCATION

**Santa Clara University, Leavey School of Business**

Santa Clara, CA

*Master of Science in Business Analytics*

Dec. 2019

**Waseda University, Political Science School**

Tokyo, Japan

*Master in Journalism*

Apr. 2014

**Dalian University of Foreign Languages**

Dalian, China

*Bachelor in Japanese Language and Culture*

Jul. 2011