Ziyue Wang

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EDUCATION

Northwestern University, Evanston, IL   September 2021 - December 2022 (Expected)
Master of Science in Analytics

McGill University – Desautels Faculty of Management, Montreal, Canada   September 2017 - April 2021
Bachelor of Commerce, Major in Statistics, Minor in Finance (**CGPA**: **3.91** / 4.00)
- <u>Awards</u>: Ernst & Young Challenge - **3rd place** (2018), Kaggle M5 Forecasting Competition – **Silver**: 35th of 5558 teams (2020)
- <u>Coursework</u>: Operations Research, Ordinary Differential Equation, Regression & Analysis of Variance, Stochastic Process

WORK EXPERIENCE

Qingbo Big Data, Beijing, China**,** *Intern Data Analyst*   May 2021 - July 2021
- Performed sentiment analysis on assigned topics for market research, customer acquisition, and product design purposes
- Scraped and analyzed the usage, sales and financing data for second-hand cars from major Chinese vehicle auction platforms; built predictive models based on product metrics for used car price optimization
- Extracted user engagement data from Twitter and Weibo, and used NLP tools to track and quantify trends in public opinions for assigned topics over given time windows; improved the algorithm's capacity to identify context and linguistic styles by reconciling discrepancies in training dataset

Accenture, Shanghai, China, *Digital Business Consultant Intern*   August 2020 - October 2020
- Participated in a utility enterprise digital transformation project; reviewed the SAP application portfolio (MM), developed as-is business process flows related to the entry of technical data on a mobile device by technicians, and mapped the current interface integration between multiple legacy systems
- Leveraged Panaya test management tool to report defects to testers and developers and led weekly meetings to ensure that open defects were delegated properly and resolved in a timely manner

Amazon Web Services, Shanghai, China, *Product Management Intern*   July 2019 - September 2019
- Centralized and categorized customer feedback on product and services, leveraged extensive process data to uncover underlying operational/technological issues, and developed weekly dashboards on internal operations and product performance
- Launched a funnel monitor system to analyze user's behaviors and develop digital marketing strategies on prediction and decision-making process, improving conversion rate by 30%
- Ran digital campaigns which outperformed the AWS CTOR benchmark by 20.4% for AWS Summit 2019 (China), designed survey for AWS Summit attendees, and analyzed on survey feedbacks to define and quantify the domestic market of cloud computing

RBC Capital Markets, Beijing, China, *Off-cycle Intern Analyst*   May 2018 - July 2018
- Performed financial statement analysis and comparable company analysis to evaluate target company's profitability and capital structure, and summarized results for senior management to advise on client's purchase of a stake in a Chinese company
- Researched on China's sports merchandise market and constructed a database covering 5 years of financial data of 30+ listed sports brands as part of the department's effort to identify target company for foreign investor client

RESEARCH PROJECTS

McGill Desautels Institute for Integrated Management, Montreal, Canada   January 2020 - April 2021
Research Assistant - "*Social Impact of Bike Sharing in Smart Cities*"
- Studied the impact of bike sharing programs on urban mobility and the program's potential in improving socioeconomic equality in Chicago municipality area using ridership data from year 2015 to 2021
- Visualized the correlation between ridership (frequency, mileage, and locations, etc.), docking station setups, nearby facility locations, and neighborhood demographics (income, race, and gender, etc.); wrote descriptive analysis report
- Applied linear regression to predict intra- and inter- neighborhood ridership using demographic data; evaluated and quantified the positive relationship between neighborhood socioeconomic disadvantage and bike share use needs

Marcel Desautels Institute for Integrated Management, Montreal, Canada   September 2018 - December 2019
Research Assistant - "*Bridging Food Systems and Business-Based Research into Viable Social Businesses*"
- Preprocessed over 10,000 data entries of Montreal's existing food system, created interactive maps highlighting food assets in local communities, and developed optimization model and algorithms to improve the efficiency and equity of food distribution of public (and charitable) agencies
- Led a team of 5 members to collect and summarize public agencies' and social businesses' data analytics needs; composed 20 proposals for capstone project design in the McGill Masters of Management in Analytics teaching program

Extracurricular Activities

McGill Investment Club, Montreal, Canada, *Marketing Coordinator*   January 2019 - April 2019
- Optimized content, targeting and messaging of weekly communications with over 60 universities and high schools across Canada to promote club events, and invited teams from 35 schools to participate in *McGill Trading Simulation* competition

Museum of Jewish, Montreal, Canada   March 2018 - June 2019
- Interviewed 50+ Jewish Canadians on immigrant experiences, transcribed audio into text, and built the Oral History column on museum website

SKILLS AND INTERESTS

Language Skills: English, Mandarin, French
Computer Skills: Python, R, SQL, Java, Tableau, MATLAB, Bloomberg