Alice Zhao

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EDUCATION

University of San Francisco
MS in Analytics
Expected June 2017
San Francisco, CA

China Agricultural University
BEng in Environmental Engineering
June 2013
Beijing, China

SKILLS

Languages:
Python (Pandas, NumPy, Scikit-Learn, NLTK, Matplotlib, Keras)
R (Shiny) • SQL • Shell

Databases:
PostgreSQL • MySQL
MongoDB • Cassandra
Access

Tools:
Jupyter Notebook
Spark • AWS • Tableau
Photoshop •
Dreamwaver
Excel (VBA) • LaTeX

INTERESTS

Solo Travel
Spicy Food
Instagram
Couchsurfing
Selling Online
Vipassana Meditation
Deep Learning

05.03.2017

EXPERIENCE

Xoom, A PayPal Service   Oct 2016 – present
Risk Data Scientist Intern   San Francisco, CA
- Improved fraud prediction performance by using random forest and gradient boosting for feature selection and implementing hashing trick
- Tackled imbalanced dataset using undersampling with ensemble methods, oversampling with SMOTE and cost sensitive algorithms
- Built new models for non-sufficient fund fraud using gradient boosting and neural networks

UPS Asia   May 2015 – June 2016
CRM Marketing Analyst   Singapore
- Created and maintained insightful reports to track campaign metrics and recommend actionable insights
- Utilized AB testing to design effective customer on-boarding, growth and retention campaigns that resulted in $7M revenue

UPS Headquarters   Feb 2014 – Feb 2015
Global Revenue Management Analyst   Atlanta, GA
- Analyzed data to create revenue management strategies for customer conversion, growth and retention that resulted in $38M revenue
- Optimized pricing strategies by developing pricing analysis tool that integrates multiple data sources for 100+ pricing analysts worldwide, increasing efficiency by 140%

DHgate.com   Jun 2013 – Nov 2013
Affiliate Marketing Specialist   Beijing, China
- Utilized web analytics metrics to identify popular products and online shopping trends to determine product choices on landing pages and ads that resulted in $2.2M sales within 4 months
- Leveraged AB testing to optimize promotions, product choices and placement on landing pages and ads that resulted in high earnings per click of $40+, ranking 5th in ecommerce category

PROJECTS

- Performed feature engineering and built logistic regression model for advertiser app installation on Databricks and AWS EC2
- Built ensemble models of extra trees and linear regression to predict daily returns with PySpark and SparkML on Amazon EMR
- Used Twitter API to extract tweets, analyzed sentiment using NLTK and built a web application using flask to show the trend