

Olivia Zhao

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Professional Experience

Dictionary.com

Oakland, CA

Data Science Intern, Data Science and Machine Learning Department

Jan.2021 – present

- Designing and implementing a random forest model with 82% accuracy to predict a new advertiser's Cost Per Thousand Impression contribution for revenue forecast and business strategies selection.
 - Extracting data from AWS Athena by using SQL and Python to tidy and wrangle data supporting analysis.
 - Bi-weekly report and present the new advertiser's Cost Per Thousand Impression contribution project to director of Data Science and Machine Learning Department.
 - Across-functional collaboration with analytics team on the new advertiser's Cost Per Thousand Impression contribution project.
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Alibaba Cloud

Beijing, China

Senior Operations Analyst, Sales Department

May.2018 – Jul.2019

- Contributed revenue increased 30% by performing data analysis and business forecast for Alibaba Cloud Marketing and Risk analysis. Initialized and optimized Go-to-Market strategies and monitored execution in manufactory vertical.
 - Built end-to-end pipelines, from data extracting, preprocessing, feature engineering and label defining to predict user purchase behavior for manufacturing industry cloud marketing.
 - Lead business analysis with 50+ analysis reports to find pain points and opportunities in manufactory vertical.
 - Reported weekly dashboard to the VP of Operation Department and VP of Sales Department.
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Oracle (China) Software Systems Co., Ltd

Beijing, China

Business Development Consultant, Business Development Department

Jul.2015 – May.2018

- Awarded year of 2017 Annual Top Performer and Q1 and Q2 2018 Top Performer at Business Development Department (for out of 100).
 - Boosted Oracle Engineered Systems Appliance profit by 40% in manufactory vertical, by analyzed business data in various industries for business development.
 - Preprocessed data using Python and Excel to support business analysis.
 - Reported weekly dashboard to the VP of Business Development Department and VP of Sales Department.
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Education

M.S. Data Science, University of San Francisco, San Francisco, CA

Aug.2020-Aug.2021(Expected)

Coursework: Machine Learning, Probability and Stats, Relational Databases, Distributed Computing, Data Acquisition, Time Series Analysis, Linear Regression Analysis, EDA and Visualization etc.

- Predicted mushroom classification with 98.8% accuracy on a dataset with 8000+ rows using **Scikit-Learn Random Forest**.
- Implemented three **feature importance** algorithms using Spearman's rank correlation coefficient, PCA and mRMR for feature selection and data visualization in Python.

Database and Data Analytics Certification, UCSC Extension, Santa Clara, CA

Aug. 2019-Jun. 2020

Coursework: Relational Database Design and SQL Programming, Python for Data Analysis, Dashboards and Data Visualization, Data Analysis etc.

M.S. International Strategic Marketing, University of Glasgow, Glasgow, UK

Sep.2013-Sep.2014

- Rank #1 in mobile business simulation competition

Skills

- Technologies: Python (Pandas, Numpy, Sklearn, Matplotlib, Pyspark), SQL, Tableau, AWS

Achievement & Certificate

- FY16 Capstone Oracle Story Award
- Oracle Cloud Sales Foundation Certification