Weiwei Zhou

909-642-3289 | Sunnyvale, CA | zhouwwbnu@gmail.com | https://www.linkedin.com/in/Weiwei-Zhou-UCSB/

Goal-oriented and skilled engineer with data experience, great communication skills, and strong capability of algorithm analysis, Project Management skills.

Technical SKILLS

Programming: **Python**, **R, SQL**, BigQuery, DataStudio, **Spark,** Scala, Hadoop, Java, JS, HTML, relational databases
Machine Learning: Regression, Decision Tree, Random Forest, Clustering, KNN
Software/Certification: GCP/AWS, Tableau**,** Project Management Professional(PMP), Agile, Slack, SPSS
Statistical Analysis: A/B Testing, Time Series Analysis, Hypothesis Testing, Forecasting, Business Analytics

INTERNSHIPS & PROJECTS

Twitter Analyzer & Sentiment Visualizer Graduate School Project (USA) May/21 – Aug/21

- Designed and developed a resource management application based on COVID-19 data and analyzes Twitter content sentiment about the flu.
- Built and Deployed front end chat user interface using Java and based frameworks and libraries.
- Utilized AWS Elastic Search Service for JSON and CSV data accessing.

Taxi Pickup Optimizer with Big Data Graduate School Project (USA) Oct/20 – Dec/20

- Utilized Apache Spark, Hadoop, and the GeoSpark API to collect non - relational geo data.
- Used distributed cloud cluster framework to analyze New York City taxi data to identify hot zones for pickups.

WORK & RELEVANT EXPERIENCES

Analytics for Google Play & Assistant Scopus IT & Google (USA) Aug/19 – Present

- Lead and coordinate with stakeholders XFTs(business development, marketing, strategy, and finance) on analytical projects to measure the impact of digital advertising/MKT campaigns to optimize Ads ROI.
- Process improvement: define, implement and continuously improve financial processes, which have increased quarterly/monthly financial reporting efficiency for >$80M budget by 1.2 times by developing and integrating the internal tools with SQL queries and dashboards.

Product Marketing / Product Management Fujitsu Lab (USA) Aug/18 - May/19

- Performed market/user research for applying AI in digital healthcare and came up with 2 business cases; Local office found the business proposal valuable enough to escalate the report up to the top management.
- Created buy-in for the API Learning product vision, revised the product roadmap and PRD after deep diving the API ecosystem.
- Worked with Design and Engineering teams to prototype, perform benchmarking, created product demos and helped UI team with video creation for the tech event with multiple stakeholders and tight timelines.

Quantitative Researcher & Manager Shandong Agricultural University (China) Nov/13 – Mar/17

- Increased work efficiency at least 10x by successfully leading a project moving student behavioral assessment and data analysis from pen & paper to an online platform. The platform was launched on time, within budget, and used by over 10,000 users.

Business Analyst New Oriental Teach-On-Line (China) Mar/12 – Oct/13

- Worked with data, tools (SQL), and utilize reporting techniques to track key performance metrics;
- Increased profits by $3 million/year by the personalized promotion strategies(by RFM modeling) and optimizing user-based KPIs. Increased customer ratings by 25% for the biggest education corporation in China.

EDUCATION

Computer Science (*Expected graduating in 2022*) University of Pennsylvania Dec/2020

Big Data Analytics, Computer organization & Assembly Language, Data Structure & Algorithms, Operating System