Meng Zhang

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EDUCATION

The University of Texas at Austin

Master of Science in Information Studies   GPA: 3.58/4.00 Aug. 2018-May. 2020

Focus: Data Analysis, Data Science

University of Science & Technology Beijing (USTB)

Bachelor of Management in Information Management and Information System Sept. 2014-Jun. 2018

GPA: 3.83/4.00, Major GPA: 3.94/4.00

INTERNSHIPS

Data Analyst Intern | *The Center for Transportation Research | Austin, Texas* Nov. 2019-Feb. 2020
- Developed traffic simulation web application through R, MYSQL and PostgreSQL
- Conducted data analysis to compare simulation results with TTI application and analyze speed data quality

Operation Analyst Intern | *Volkswagen Financial Services | Beijing, China* Mar. 2018-Jun. 2018
- Performed data analysis to generate daily and monthly reports through the functions and charts in advanced Excel

Project Member | *Chinese Academy of Sciences | Beijing, China* Oct. 2017-Nov. 2017
- Utilized JAVA language, MYSQL to build the traffic anomaly detection model of Beijing
- Conducted data cleaning, traffic pattern matrix generation, clustering analysis, and abnormal score calculation
- Evaluated performance through confusion matrix; the precision is 0.74 and the recall is 0.93

Data Analyst Intern | *Bitauto | Beijing, China* Jun. 2017-Sept. 2017
- Carried out influence performance, competitive environment, customer concern, conversion rate analysis
- Completed more than 10 comprehensive data analysis reports of different vehicle types

Data Analyst Intern | *Uber, National Fraud Team | Beijing, China* Jul. 2016-Sept. 2016
- Analyzed thousands of data with Excel to evaluate existence of fraud among drivers and passengers
- Summarized behaviors of drivers and passengers and analyzed reasons; wrote monthly summary reports

PROJECTS

Research on the Commercial Value of IMDB Movies Feb. 2019-May. 2019
- Programmed with R to conduct feature selection and regression analysis to predict movie box office revenue
- Programmed with PYTHON language to conduct classification analysis to predict movie ratings
- The R-squared of polynomial regression is above 0.7 and the accuracy of logistical regression is 0.91

Research on Makeup Detection Classification Model Feb. 2019-May. 2019
- Programmed with PYTHON language to build a makeup detection classification model from facial images
- Utilized cross-validation to choose HOG and Haar as the best features and Naïve Bayes as the best classifier
- Evaluated the model performance through confusion matrix and the accuracy of the model is above 0.7

Research on the Anime and its users Feb. 2019-May. 2019
- Programmed with PYTHON language to analyze and compare the data on two different anime websites
- Managed data with MYSQL and carried out data visualization with TABLEAU, SPSS and EXCEL

Research on How Online Ads Impact Students' Consumer Behavior Oct. 2018-Dec. 2018
- Carried out data analysis with ANOVA, T Test and correlation analysis by using Excel and SPSS software
- Concluded the preference and reactions of students of different ages and genders for online advertisements

Research on the Bias and Effectiveness of Online Movie Review Websites Jan. 2018-Jun. 2018
- Utilized JMP software to analyze movie ratings of different types with ANOVA, Welch Test, T-Test and Box Plots
- Used SPSS to analyze impact factors of reviews with descriptive statistics, correlation and regression analysis

SKILLS

Programming: SQL, R, JAVA, PYTHON, PHP, HTML;   **Software:** MYSQL, SPSS, TABLEAU, Microsoft Office