Binglei (Roger) Zhang

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT   **Sept. 2023-Dec. 2024**
Master of Science in Business Analytics (MSBA)
- Recipient of the **UCLA Anderson Merit Fellowship | STEM OPT**
- Statistical Foundations for Analytics (R), Optimization (Python), SQL & Basic Data Management, Machine Learning for Decision Making (Python), Business Fundamental for Analytics, Data Management, Prescriptive Models.

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)   **Sept. 2021-Jun. 2023**
Bachelor of Science: Mathematics and Economics (Honor: MAGNA CUM LAUDE)   **GPA: 3.95/ 4.00**
- Linear Algebra, Mathematical modeling of finance, series of Analysis, and Optimization, Game theory, Python, C++, R Studio, machine learning, and two Upper-level Data Science classes with Python.
- Learning Assistant for Upper-level Linear Algebra Courses.

SKILL SETS

- **Business Analytics, Marketing & Digital Advertising:** Developing business revenue models, managing digital ad campaigns, and executing social media strategies.
- **Data Science, Machine Learning & Programming:** ML techniques include text mining, A/B testing, deep learning, Python (Pandas, NumPy, Scikit-Learn, TensorFlow), SQL, R, Tableau, SAS

INTERN EXPERIENCE

CREATIVE DOCK, *Finance Consultant Analyst*   **Prague, Czech Republic, Jun. 2022-Aug. 2022**
- Developed tailored pro forma financial model for MENA fintech startup using RFM and Random Forest algorithms.
  - Pioneered innovative market model integrating risk assessment for SME Microloans and Freelancers loans.
  - Presented models to 10+ senior clients in Excel, leading to substantial 5-year contract extension and impressive 10% team revenue surge.
- Engineered 5-year financial model for prominent Polish Banking client's virtual card personal loans. Analyzed loan dynamics, P&L, fund costs, KYC expenses, fueling over 20% profit increase vs. initial projection.
- Researched 12 business models, delivering comprehensive cost analysis, KPI evaluation, and metric assessment. Communicated pros/cons via diagrams, curated company repository, streamlining future analysis for inner company use and reducing workload by 15%.

FONTERRA, *Strategic Account Marketing Assistant*   **Shanghai, China, Jun. 2021-Sept. 2021**
- Coordinated the evaluation of 21 dairy products across 6 fast-food brands, utilizing a dataset of 50+ customer feedback entries per product. Identified flavors with strong growth potential and optimized product selection for cost-efficiency, leading to a 34% reduction in product promotion costs in H2 2021.
- Led 2021 semi-year dairy-focused market analysis, overseeing the development and execution of recommendation systems for 10 prominent companies. Initiated the implementation of the department's product recommendation system, fostering data-driven decision-making.
- Applied stratified random sampling to target diverse customer demographics and behaviors. Leveraged marketing segmentation techniques to validate company hypotheses, contributing to a 20% reduction in labor costs associated with product oversight.

HAITONG SECURITIES, *Assistant Investment Analyst*   **Nanjing, China, Jan. 2021-Apr. 2021**
- Utilized advanced data science techniques to analyze securities market data through platforms like Wind.
  - Produced over 75 insightful daily and weekly reports.
  - Translated intricate financial data into actionable insights, enriching decision-making processes for key stakeholders.
- Delivered a captivating lecture titled "Leveraging Data for Informed Securities Market Decisions" to an audience of 150+ individuals with varying financial backgrounds. Integrated five illustrative case studies and data-driven visualizations, captivating the interest of over 50 new clients.
- Enhanced online presence by delivering bi-weekly securities recommendations and commentary on official social media platforms. Resulted in a remarkable 200% follower increase in just three weeks, underscoring the influence of data-driven insights on audience engagement.

ANALYTICS PROJECTS & PRESENTATIONS

2021 Economics in Action Conference & Game Theory research, *Presenter*   **Mar. 2022-May. 2022**
- Conducted an in-depth exploration of Football Penalty Game Theory Analysis.
  - Exemplified data-driven insights through Excel-based data analysis and algebraic examinations.
  - Employed process decomposition techniques to enhance audience comprehension, elucidating the intricacies of the research.
  - Integrated repeated game and sequential game frameworks to closely parallel actual situations. Delved into discussions surrounding Subgame Perfect Equilibrium to provide a comprehensive understanding of the theoretical foundations.
- Presented findings to an esteemed audience of UCLA Economics faculties and alumni, illuminating real-world scenarios through the lens of data analysis in 2021.