

## PEILING ZOU

“Empowering the future through clarity in data, wisdom in insights, and passion in purpose”

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### EDUCATION

#### Seattle Pacific University

Seattle, WA

Master of Science (MS) Data Analytics in Business (GPA: 3.73/4.0)

Expected August 2023

Coursework: Python and R Programming Machine learning, Data Mining, Database Management & Warehousing

#### Saint Martin's University

Lacey, WA

Bachelor of Arts in Business Administration, Concentration in Marketing (GPA: 3.5/4.0)

June 2020

Coursework: Business Strategy, Marketing, Operation Management, Investment Analysis, Corporate Finance

**Technical Skills:** SQL, R, Python, Machine Learning

### PROFESSIONAL EXPERIENCE

#### The EU Project Innovation Center

Hybrid, China

Event Analyst Intern

August 2021 – October 2022

- Used **SQL** to analyze social media data, monitor performance data, and designed a SQL database for the Invest and Trade Forum and B2B Matchmaking conference, which improved data quality and operational efficiency by **80%**
- Led **20+** volunteers by delegated and oversaw preparation and day-of requirements, including pre-conference coordination, logistical task distribution, and post-event feedback compilation

#### Han's Laser Smart Equipment Group

Dallas, Texas

Market Analyst Intern

January 2021 - April 2021

- Conducted an extensive market research on **10K+** competitors and customers data from different sources, leveraged Google Analytics and Tableau to create dashboard in order to explore market trend and growth strategies, and increased overall sales by **170%** across all channels
- Initiated ideas and materials for distributor training, worked closely with the marketing team to enhance the effectiveness of training

#### Accenture

Shanghai, China

Consulting Intern

January 2020 - April 2020

- Collaborated with senior consultants to perform analysis on large scale of customer and market data to identify marketing opportunities, and provided recommendations for enhanced clients' ICV offerings, facilitate business rejuvenation strategies in the market for **40%**
- Generated reports in Tableau and Excel to track and monitor consumer preference trends, policy compliance, economic viability, and technological environment for making data-driven decisions

### PROJECTS

#### Home Credit Default: Loan Repayment Prediction

February 2023

- Applied Stochastic Gradient Boosting (SGB) model in R to analyze over 300K+ clients' loan repayment dataset to predict loan repayment default with **91%** accuracy
- Demonstrates the potential impact of data-driven loan repayment insights on business decisions

#### Employee Turnover Prediction

October 2022

- Analyzed over 10k+ employee data and characteristics to identify the key factors behind turnover rates in **Python**
- Optimized model hyperparameters through cross-validation techniques to improve model accuracy from **70%** to **92%**

### ADDITIONAL

- Languages:** Chinese(Mandarin), English
- Software:** Tableau, Power BI, Microsoft Applications
- Honors & Awards:**
- Speaker of Seattle Pacific University, School of Business, Government, and Economics Hooding Ceremony 2023
- Industry Champion – GLO-BUS: Developing Winning Competitive Strategies
- Top-Performing Industry 2020 – GLO-BUS: Developing Winning Competitive Strategies