

KAIYUE ZENG

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EDUCATION

Rensselaer Polytechnic Institute

Master of Science in Business Analytics (GPA:3.56/4.0).

Troy, NY

08/2021 - 01/2023

Xi'an Jiaotong-Liverpool University

Bachelor of Business Management in Accounting.

Suzhou, China

09/2016 - 06/2020

Elected as Leader of University Math Club, Student Representative of Academic Development Forum.

Achieved Outstanding Student (top 5%) (05/2017), and Excellent Student Cadre (top 1%) (05/2019).

University of Liverpool

Bachelor of Arts with Honors in Accounting.

Remote

09/2016 - 07/2020

WORK EXPERIENCES

GTSP Lab

Data Analyst

Troy, NY

03/2023 - present

- Developed and implemented code changes to establish and improve models for analyzing data according to specific project requirements. Utilized Git for version control and collaborated with team members using Agile methodologies.
- Applied machine learning algorithms, exploratory data analysis, and statistical techniques to develop predictive models.
- Implemented data warehousing solutions using Snowflake and optimized automatic data processing workflows for high performance, assisting in managing client's targeted price database with the use of GCP, WSL, Docker, and Python.
- Leveraged data visualization tools such as Tableau and Power BI to generate insights and dashboards, presenting complex data sets in a user-friendly and accessible format to support effective decision-making.

Transamerica

Financial Data Analyst Intern

New York, NY

09/2022 - 11/2022

- Analyzed data for over 5 individual clients to calculate the annual return on cash value insurance investments based on various indexes such as S&P 500, and summarized average return rates with different strategies and projected future 20-year income through *Nationwide*. Provided valuable insights and specific suggestions to supervisors for business operations.
- Engaged in marketing research, business development strategy research, and client relationship management.
- Managed the social media platform, and utilized SQL to interpret the data including location, gender, etc.
- Suggested 2 marketing strategies to supervisors for brand promotion and growth.

Valen Studio

Business Analysis Capstone

Troy, NY

02/2022 - 05/2022

- Applied the exploratory data analysis following the CRISP-DM model to identify the target customer and most influenced factors from Nov. to Dec. 2021.
- Forecasted the satisfaction and retention rate of *Knockout City* players. Ran baseline models using Python to analyze the coefficients among various features, and created proposals for 3 subgroups to predict the impacts on different players. Produced an analysis report and proposals for *Valen* to complete its 2021 annual game insights.

BNP Paribas

Business Project Analyst Intern - Transaction Banking

Shanghai, China

10/2020 - 04/2021

- Interacted with clients to oversee and support the process of trade financing transactions among the client enterprises, suppliers, and banks, achieving 98% customer satisfaction and the 2020 BAD Issuance and Discounting target with the team ahead of schedule.
- Calculated the daily available trading amount and quoted rates, collaborating with the Risk Control and Background Processing teams.
- Established a visual diagnostic model to offer a weekly pipeline review of all ongoing negotiations with customers and trades in progress, and used it to develop an analysis report with the APAC GB team to support the bi-weekly top management meeting in Greater China. Resulted in saving at least 20% of reviewing time within the team.

Deloitte

Tax Consulting & Business System Spring Analyst

Suzhou, China

02/2019 - 03/2019

- Performed analysis and structured tax-related statements for senior managers, including data analysis based on datasets from tax administration and the corporate tax letter. Assessed the impact of new regulations announced in China on clients.
- Generated tax issues from clients regarding special expense deductions for personal income tax using the Deloitte Tax Intelligent Platform. Furnished specific proposals, reducing complaint cases by 48%.

PROJECTS

CIMA Global Business Challenge (North Asia)

03/2019 - 05/2019

- Developed a marketing plan including the market position analysis, financial analysis, and competitor analysis for a newly-launched brand, *GymFit*, considering its main competitor, *Super Monkey*. Helped improve its operations in China by projecting a 4-year start-up proposal and implementing a targeted strategy for young elites. Guaranteed a sustained operation with a projected 7.3% annual profit growth.
- Led a 3-person team and competed against over 250 competitors in the CIMA Program. Won the prize in Suzhou, China.

ADDITIONAL INFORMATION

- **Language:** English; Chinese Mandarin; Cantonese
- **Technical Skills:** Microsoft Office, Python, SQL, PySpark, PyTorch, SAS, Google Cloud Platform, Docker, Snowflake, Git, Tableau, and Power BI.