**[Business Analyst Los Angeles](https://www.postjobfree.com/resume/ad1t37/business-analyst-los-angeles-ca)**

**Location:**Los Angeles, CA

**Posted:**December 09, 2023

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**Resume:**

Zhaohao Zhang

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NO SPONSORSHIP NEEDED)

EDUCATION

Pepperdine University, Graziadio Business School Malibu, CA Master of Science in Business Analytics, GPA: 3.91/4.0 Aug. 2022 – Aug. 2023 California State University Fresno, Craig School of Business Fresno, CA Bachelor of Science, International Business option Apr. 2017 – Apr. 2021 WORK EXPERIENCE

Ry Family Entertainment Inc Los Angeles, CA

Business Analyst Jan. 2022 – Jan. 2023

● Achieved 4% increase in profit and 8% savings in the advertising budget through pricing strategies gained from Elasticity analysis for PED and AED using Machine Learning models (Classification & Regression) and Python (scikit-learn) in pricing strategies.

● Increased sales by 10% during happy hours through the design and execution of customer satisfaction surveys, segmentation of data via clustering analysis, and development of targeted marketing strategies.

● Enhanced the reliability of over 200,000 financial, stock, and sales records for subsequent analysis by refining the dataset using SQL and Python for data cleansing and normalization.

● Successfully secured a reinvestment of $100,000 from potential investors by fostering strong relationships with stakeholders, refining and analyzing complex company data using SQL, Power BI, and creating visualizations for investment conferences.

● Created dynamic dashboards incorporating parameters and LOD functions, enabling the identification of seasonal pricing trends and improved customer segmentation through time series and RFM analysis in Tableau.

● Achieved a 10% reduction in lead time from the customer's end to the server's end by leading a cross-departmental team of four in analyzing the company's BPMN model and implementing Robotic Process Automation (RPA).

● Generated an 8% increase in monthly membership registration rate by conducting an A/B testing project on the company's website for new membership enrollment feature and using Z-tests for validation, leading to a decisive launch for the feature. Fresno State Office of Community and Economic Development Fresno, CA Project Specialist Feb. 2020 – Jan. 2022

● Developed and implemented comprehensive business plans for a local start-up in the Glass manufacturing company.

● Increased email response rates by 10% by updating customer demographics and preferences in Excel, categorizing them based on preference analysis, and sending targeted automatic promotional emails.

● Organized and conducted two four-part large scale webinars educating over 1000 Fresno County farmers on Agri-related insurance projects of natural disaster for uninsured corps with USDA. PROJECT EXPERIENCE

Give Children Hope Buena Park, CA

Data Analyst Apr. 2023 – Aug. 2023

● Streamlined inventory management and improved efficiency in stock forecasting by conducting extensive data cleansing on over 10,000 rows of inventory data using SQL and Python, resolving issues of mislabeling, mis-categorization, and duplication.

● Enhanced decision-making for food delivery purposes and resource allocation by implementing regression models to identify key variables impacting welfare control, aiding the leadership team.

● Provided management with insights to avoid overstock and under-stock situations through future state analysis of inventory levels, employing machine learning models for accurate forecasting. SKILLS

● Technical Skills: SQL, Tableau, R, Python, Excel,, Development Life Cycle (SDLC), Rapidminer, Statistical Analysis Tools

● Soft Skills: Collaboration, Communication, Problem-Solving, Leadership (President of Chinese Student Association) PROFESSIONAL DEVELOPMENT AND AWARDS

● Certifications: Tableau (Certified Data Analyst), Tableau (Certified Desktop Specialist), ECBA(Entry Certificate in Business Analysis)- IIBA (International Institute of Business Analysis)

● Memberships: Beta Gamma Sigma (BGS) - The International Business Honor Society for AACSB-accredited schools in 2023.