

Linsi Zhong

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Education

University of Waterloo

Sept 2020 – Oct 2024

Bachelor of Mathematics, Mathematical Studies Honours, Statistics Minor

- Recipient of University of Waterloo President's Scholarship
- Relevant Courses: Computational Statistics & Data Analysis, Data Types & Structures, Statistical Methods for Life History Analysis, Generalized Linear Models, Portfolio Optimization Models.

Experience

Business Analyst Intern – Bank of Communications

May 2024 – Aug 2024

- Automated data extraction and preprocessing for multi-gigabyte customer datasets using SQL queries, reducing manual data preparation time for weekly business reports.
- Developed key features and preprocessed data using Python (pandas, NumPy) for a customer churn prediction model, boosting predictive accuracy by 16% and identifying 10 primary churn indicators.
- Designed and deployed Tableau dashboards to track KPIs such as customer acquisition cost and product penetration, equipping the retail banking team with actionable insights for strategic planning.

Projects

Marketing Campaign A/B Testing Analysis

June 2026 – July 2026

SQL, Python, Tableau, logistic regression



- Executed an A/B test on 588K users to quantify the effect of ad exposure on conversion using a two-proportion z-test in Python, finding a statistically significant 43% relative lift in conversion rate ($p < 0.0001$).
- Validated the effect ($p < 0.001$) via logistic regression controlling for total ad exposure, day and hour.
- Recreated the full analytical workflow in SQL and developed a Tableau dashboard visualizing conversion trends by day and hour to inform recommendations on ad scheduling.

NovaMart Marketing Analytics

Jul 2025 – Aug 2025

SQL, Python, Power BI



- Developed an end-to-end data pipeline, performed data cleaning and sentiment analysis on customer reviews.
- Built an interactive Power BI dashboard to visualize KPIs and delivered data-driven recommendations to shift ad spend toward higher-performing channels, improving customer satisfaction.

Implementing and Comparing Optimal Survival Tree Algorithm

Feb 2024 – Apr 2024

R Studio, Data Cleaning, Survival Analysis (Cox, RSF, OST)



- Cleaned an R-package dataset, built a life table and constructed three survival models (Cox, RSF, OST) in R, identifying Cox as the top performer and OST as optimal relative to RSF based on Concordance and AUC.
- Achieved 82% final prediction accuracy by applying tree pruning to mitigate model overfitting.

Course Schedule Optimization

Jan 2024 – Mar 2024

Python, Gurobi, Linear Programming



- Built and solved a linear programming model in Python with Gurobi to optimize course-schedule assignments under real-world constraints, increasing professor satisfaction scores by 34%.

Skills

Languages

Python, R, SQL, SAS, Matlab

Tools

MySQL, Snowflake, AWS, R Studio, Excel, Power BI, Tableau

Libraries

NumPy, pandas, Matplotlib, SciPy

Concepts

Machine Learning, Data Cleaning & Preprocessing, Regression Analysis, A/B Testing

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