Zhaoxin Xie

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EDUCATION
TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration   Graduation: May 2025
Major: Management Information Systems |GPA: 2.57
SELECTED COURSES: Data and Analytics, Web Application Development, International Finance, Bank Enterprise Risk Management

ACTIVITIES
Member, Chinese Students & Scholars Association   February 2022

PROJECT
User Behavior Analysis (Analytics, Remote)   June 2022
- Diagnosed the decrease of user login rate using Funnel Analysis, Cohort Analysis and Segmentation
- Analyzed and manipulated user event data and email marketing interaction data in SQL to analyze the user journey
- Used Excel to visualize the trend of user daily activities and breakdown by 20+ different geographies and devices
- Generated a PowerPoint report on the conclusion of the decrease of user activities and provide action items

EXPERIENCE
Huaxia, Dun & Bradstreet, Shanghai, China   Aug 2017 – Nov 2017
Business Analyst Intern
- Collected doctor information data from third parties and performed data cleaning and transformation
- Performed the research and leveraged the open-source data to validate the authenticity of the files that doctor provided.
- Reviewed and scored the qualification of 1K+ doctors in terms of their education level, position, paper.
- Mentored new intern by providing them training and support that expedited their learning curve and onboard process from 4 weeks into 2 weeks.

SKILLS & LANGUAGES
Software: Microsoft Word, Excel, PowerPoint, Google Analytics
Data Science: Python, JavaScript, R, SQL
Language: Chinese