

Yi (Lara) Zhu

Waltham, MA | 781-736-8502 | yizhu@brandeis.edu | www.linkedin.com/in/larazhu | www.personalwebsite.com

EDUCATION

Brandeis School of Business and Economics **Waltham, MA**
Candidate for Master of Science in Business Analytics (STEM-Designated) - GPA: 3.89 08/2026 - 02/2028
Relevant Coursework: Analyzing Big Data I, Python and its Application to Business Analytics, Marketing Analytics

Brandeis University **Waltham, MA**
Candidate for Bachelor of Science in Marketing, with Distinction - GPA: 3.91 08/2022 - 05/2026
Relevant Coursework: Applied Mathematics, Statistics for Business, Econometrics, Marketing, Consumer Economics

TECHNICAL SKILLS

Programming Languages: Python, SQL, R, SAS, STATA, C++, JAVA
Computer Software: Advanced Microsoft Excel, Tableau, Power BI, Bloomberg
Analytics: Data Warehousing, Data Visualization, Predictive Modeling, Marketing Analytics, Data Mining

WORK EXPERIENCE

XYZ Company **New York, NY (Remote)**
Business Analyst Intern 01/2026 - 04/2026

- Analyzed customer data and built predictive models using Excel to evaluate potential growth opportunities
- Presented weekly updates to the management team, reviewing current projects and key next steps
- Created visuals using Tableau to represent data in charts, graphs, and maps, resulting in a 15-page final report

Shanghai Pudong Development Bank **Shanghai, China**
Private Banking Intern 06/2025 - 09/2025

- Categorized and cleaned 1000+ pieces of sold financial products data from internal database using Excel, improving data accuracy by 10%
- Utilized Python and Excel to analyze data; wrote five page report to provide recommendations on modifying financial products, leading to 20+ new clients, and increased product sales by 25%

Louis & Co., Inc. **Beijing, China**
Marketing Analyst Intern 02/2025 - 06/2025

- Researched customer behavior by designing and implementing survey with 28 items; analyzed and summarized data for management review
- Derived data-driven insights from transactions and social media accounts to modify marketing strategies, including using customized coupons and promotions, increasing revenue by 5% within three months

ACADEMIC PROJECT

Brandeis School of Business and Economics **Waltham, MA**
Furniture Industry Analysis 09/2026 - 12/2026

- Performed market analysis of furniture industry using Porter's Five Forces to identify potential areas for expansion for leading retail brand in team of four
- Utilized SWOT and PEST analysis models to devise growth strategies for company
- Created forecasting reports and delivered PowerPoint presentation to class and panel of mock industry experts

ACTIVITIES/SKILLS

Activities: International Marketing Club (Treasurer, Fall 2024), Career Captain (Fall 2024), Real Estate Club (Member, 2022 - 2024), Tennis Team (2020 - 2023)
Volunteer: Boston Boys and Girls Club (Tutor, 2024), Habitat for Humanity China (Student Volunteer, 2021)
Languages: Chinese Mandarin (Native), Japanese (Intermediate), and Korean (Beginner)