

YAN ZHANG

Professional Summary

- Data analyst with a background in education (PhD submitted) and seven years of teaching experience. Skilled in data wrangling, analysis, and visualization using SQL, Python, R, and Tableau. Combines research expertise with analytics to turn complex data into actionable insights that support evidence-based decision-making.

Work History

Guangdong Nanhua Vocational College of Industry and Commerce - Lecturer

China

08/2013 - 03/2020

- Delivered English-language courses (3,500+ teaching hours)
- Monitored and evaluated results from teaching innovation projects and student competitions, with award-winning outcomes.

Hotel Nikko Guangzhou - Paymaster & Financial Admin

China

03/2013 - 08/2013

- Processed payroll for 200+ employees, ensuring accuracy and timeliness in payments.

Projects

Māori Language Immersion in New Zealand Schools

- Cleaned and merged Ministry of Education datasets using Python (Scikit-Learn, Statsmodels) for regression, cluster, and trend analyses.
- Built Tableau dashboards and Folium maps visualizing regional disparities in immersion education.

Rockbuster Stealth LLC – Marketing Transition Analysis

- Queried and analysed global customer and revenue data using SQL to assess market potential for online streaming.
- Delivered insights on high-value markets and genres through data visualization and reporting.

Instacart Grocery Market Analysis

- Analysed purchasing behaviour using Python (Pandas, NumPy) to uncover trends in order timing, spending, and product preferences.
- Developed visual insights in Python (Matplotlib/Seaborn) to inform marketing strategies and improve customer retention.

Preparing for Flu Season

- Cleaned and standardized influenza datasets in Excel; performed statistical analyses to identify vulnerable groups.
- Created Tableau dashboards visualizing seasonal flu trends and mortality patterns across states.

Certifications

Microsoft Power BI Data Analyst Associate Certificate

Google Data Analytics Professional Certificate

Awards

University of Auckland Doctoral Scholarship

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Websites, Portfolios, Profiles

- <http://www.linkedin.com/in/yan-zhang-889019242>
- <http://www.yanzhang.info>

Skills

SQL | R | Python | Tableau | Excel |
Power BI | MS suite

Education

Career Foundry Data Analytics Certificate

Expected in 12/2025

University of Auckland

Ph.D.: Education (Thesis Submitted)

- Applied structural equation modelling (SEM) and topic modelling to survey and policy data using R and SPSS, generating insights to inform education policy and practice.

Expected in 04/2026

University of Auckland

Master of Professional Studies:
Education

- GPA: 8.75/9.00
- 02/2021

Deakin University

Melbourne, Australia

Master of Education: TESOL
05/2013

Guangdong University of Foreign Studies

Guangdong, China

Bachelor of English Education
06/2012