Miranda Zhe Zhang

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SUMMARY: Research and Data Analytics professional with **8+ years of experience** in dashboards, data storytelling, and visualization. Skilled in **SQL, Excel, Tableau, and Power BI** to transform data into insights. Strong collaborator with expertise in data governance and business intelligence.

EDUCATION & CERTIFICATIONS

Columbia University – M.A. Social-Organizational Psychology, 2014 | St. John's University – B.A. Psychology, 2010
IBM Data Science Certificate – Coursera, 2024 | Machine Learning Certificate – Stanford/DeepLearning.AI, 2025

TOOLS & SKILLS

SQL, SPSS, Excel, Tableau, PowerBI, Looker, Python (Pandas, NumPy, Matplotlib), Google Analytics, Salesforce, Qualtrics

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Market & Product Researcher
Sumup Inc., New York | Jan 2022 - July 2023

- Led research securing **$3M** in leadership commitment for an international **market expansion strategy**
- Led analytics and research on **B2B2C financial products** (banking, payments, mobile apps) to drive data-informed product decisions
- Conducted **behavioral analytics** (**NPS, conjoint analysis, segmentation, pricing studies**) to track user sentiment, uncover market trends, and guide business strategy
- Optimized **feature roadmap** and UX design, ensuring a seamless **migration of 10,000 users**, **reducing churn** and increasing upsells
- Analyze **customer behavioral data** and customer drop-off points, **identifying product gaps and optimizing** onboarding flow to reduce churn
- Executed 50+ user interviews, 70+ usability tests, 3 market surveys, and 2 proof-of-concept research projects, validating **product-market fit and de-risking launches**

Sr. Data Analyst, HR
Canon U.S.A. Inc., New York | May 2016 - Dec 2021

- Built interactive **dashboards (Power BI, Tableau),** reducing manual reporting time by 40%
- Developed **SQL-based reporting pipelines**, improving **data accuracy** and workforce analytics for C-level executives
- Utilized **data mining and statistical analysis** to uncover root causes of workforce challenges, driving targeted interventions that **improved retention** and employee **performance**
- Led hiring analysis, identifying talent acquisition bottlenecks and increasing hiring **effectiveness by 30%**
- Conducted **workforce analytics** (turnover, performance, engagement), leading to a **25% increase** in employee **performance**
- Served as a **data analytics SME**, advising leadership on data governance and process optimization

Freelance Researcher
Nairobi, Kenya | Sept 2014 - Aug 2015

- Conducted market-entry analysis and feasibility studies for international investors
- Provided competitive intelligence and partnership development strategies

Analyst, System Change Management
United Nations, New York | May 2013 - Sept 2014

- Designed **KPIs and success metrics** to assess HR system adoption across multiple UN locations
- Partnered with **HR and IT teams** to identify **data gaps and optimize HR system implementation**