BINGJIE LU

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EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN
Carlson School of Management
Candidate for **Master of Science in Business Analytics**   May 2018

EDHEC BUSINESS SCHOOL, Nice, France
Master of Science in International Accounting and Finance   December 2016

ZHONGNAN UNIVERSITY OF ECONOMICS AND LAW, Wuhan, China
Bachelor of Management in Accounting, CGA Track   June 2014

EXPERIENCE

CARLSON ANALYTICS LAB, Minneapolis, MN
Analytics Consultant
Client: Local Construction Contractor Group   January 2018 – Present
- Serve as Product Owner in Scrum to lead 5-person team to help local multi-billion-dollar construction group in data-driven revenue enhancement and cost reduction
- Utilize R with tidyr, dplyr to engineer multiple upstream data sources; apply linear regression to analyze monthly financial report and daily accounting transaction data for identification of significant statistical factors in EBITDA enhancement
- Presented insights with Tableau on customer retention improvement and regional difference root causes with statistical inference to CFO and finance team

Client: Mall of America   September 2017 – December 2017
- *Exploratory*: Engineered 3.6GB transactional data into customer level data; applied clustering and markov chain to identify probable customer behavior patterns; produced data-driven solutions to reduce over-crowding
- *Predictive*: Applied GRU neural network in daily ridership prediction in Python with pandas, scikit−learn and keras; reduced RMSE by 30%, leading to $163K annual cost saving through optimizing daily staff planning process

Academic Projects   June 2017 – Present
- Compared SQL query performance between AWS Redshift and Apache Hive on 105GB data, connected Redshift with Redash for visualizing SQL query results
- Utilized Tableau to explore CRM data and uncovered root causes of decreasing profitability for auto-insurance client
- Implemented sentiment analysis and Benford law in screening 10K reports for investment portfolio recommendation
- Applied time series models (ARIMA, Holt-Winters, etc.) to forecast NYC Uber demand in Python

ROLAND BERGER, Shanghai, China
Intern – Management Consulting   November 2016 - April 2017
- *Agricultural project:* Conducted study of competitors' past successes and failures, made recommendations to mitigate potential risks; built financial models to predict client's future 5 years P&L under different market entry scenarios
- *Financial service project*: Cleaned raw CRM data, conducted quantitative analysis in Excel with pivot table to gain insights on current and potential client profile

CHINA MERCHANT BANK, Wuhan, China
Intern – Retail Banking   January 2015 - April 2015
- Oversaw credit card sales and initial screening process for the branch, 50-100 cases daily

TIANFENGTIANRUI INVESTMENT CO LTD, Wuhan, China
Intern – Accounting and Quality Control Department   September 2014 - November 2014
- Conducted daily accounting transaction entries and financial analysis for post-investment management

SKILLS & CERTIFICATIONS
- Technical: Python, R, SQL, MS Suite, Tableau, RapidMiner, AWS, Hadoop, Hive, Pig, Spark ML, Bloomberg Terminal
- Language: Mandarin Chinese – Native; French – Elementary
- Certification: Certified General Accountant of Canada, Candidate - IFRS and GAAP (August 2014)