

# Cheng Wu

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## EDUCATION

**Columbia University, Engineering**  
Master of Science in Data Science

New York, NY  
Dec 2026

**University of Illinois at Urbana-Champaign**  
Bachelor of Science in Econometrics & Quantitative Economics, *GPA: 3.86/4.00*  
Minor in Statistics, Certificate in Data Science

Champaign, IL  
May 2025

## WORK EXPERIENCE

**Donglai Natural BioTech Co. Ltd**

Remote

**Data Scientist Intern - Market Strategies Team**

Jun 2024 - Sep 2024

- Segmented customers into actionable cohorts using clustering models (***K-Means, DBSCAN***) and integrated outputs into SQL-based ETL pipelines, enhancing **inventory planning accuracy by 10%**
- Designed demand forecasting and **price elasticity models** gauged against market data, **raising order completion rates by 12%** through pricing adjustments
- Optimized analytics workflows with **Spark, Dask** to process millions of records, cutting **reporting latency by 40%** and facilitating faster tactical decisions
- Delivered interactive dashboards (**Plotly, Dash, Power BI**) with predictive insights on product-level demand and pricing, allowing non-technical managers to apply analytics in decision-making

**Innovative Bloom Foundation**

Shanghai, China

**Data Analyst - Inclusive Growth & Social Impact**

May 2019 - Jun 2024

- Structured survey data from underserved rural girls into **SQL datasets**, improving accessibility for analytics and reporting
- Implemented an **e-commerce platform with real-time monitoring**, raising artisan income by 30% and expanding access to education and healthcare
- Applied **regression analysis** across financial, food security, and health data, benchmarking outcomes across communities to generate insights for long-term growth strategies
- Developed **data models and dashboards** translated outcomes into **actionable metrics**, guiding design and evaluation of education and health projects for rural girls

**ZheShang Securities Co. Ltd**

Hangzhou, China

**Data Scientist - Institutional Finance Department**

May 2023 - Sep 2023

- Evaluated **20+ private equity and M&A transactions** using multi-factor regression and scenario analysis, increasing investment decision accuracy by 25% and strengthening deal-screening processes
- Integrated **portfolio and accounting data** into a unified SQL/VBA pipeline, improving reporting reliability and cutting cross-department reconciliation time by 30%
- Standardized portfolio analytics by designing scalable **data models and benchmarking frameworks** against market indices, achieving more consistent risk attribution and performance tracking
- Created interactive **BI dashboards** with real-time portfolio and risk metrics, giving senior managers timely visibility to adjust allocation strategies and communicate insights to stakeholders

## RESEARCH EXPERIENCE

**Educational Inequality and Intergenerational Poverty, UIUC**

Champaign, IL

**Researcher**

Jan 2023 - Feb 2025

- Assessed disparities in funding, teacher-student ratios, and socio-economic contexts via *regression, PSM, and inequality metrics*
- Produced dashboards and reporting layers translated findings into actionable metrics to help policymakers identify barriers to intergenerational mobility and long-term outcomes

**Critical Medicines Access in Public Health Emergencies: Failures and Solutions**

Champaign, IL

**Researcher**

Apr 2023 - Dec 2023

- Investigated demographic-specific risks through *DiD and PSM methods*, supporting resource allocation strategies during crises
- Constructed dashboards and predictive models (*XGBoost, LSTM*) leveraging harmonized *WHO/CDC datasets, forecasting* population needs and providing actionable insights for equitable planning

## SKILLS

**Data & Analytics:** SQL, Python, R, Excel/VBA, Alteryx

**Visualization & BI:** Power BI, Tableau, Dash, Plotly

**Modeling & Methods:** Predictive Modeling (*XGBoost, LSTM*), Regression & Econometrics (Time-Series, Causal Inference, Benchmarking)

**Data Engineering & Cloud:** ETL & Data Modeling, Data Warehousing, Spark, Dask, Hadoop, AWS (S3, Redshift, QuickSight)

**Business Knowledge:** ERP (SAP, Oracle), Corporate Finance & Accounting Fundamentals, AI-enabled Analytics (ML models)