# **Education**

[gchen846@mt.feitian.edu](mailto:gchen846@mt.feitian.edu)

(626)-541-8404

Middletown, NY 10940

Feitian College at Middletown, Middletown, NY Expected *June**2022*

*Bachelor of Data Science*

Stratford High School, Houston, TX *May 2018*

# **PROJECTS**

***Bank Marketing Deposit Classification***  *January 2021 - February 2021*

* Conducted data cleaning, converted categorical to numeric and selected statistical significance features to improve model performance and performed more than 93% area under the ROC curve score for the model predicting power
* Tested multiple classification models such as Random Forest, Decision Tree, K-nearest neighbors, Extra-Trees and Gradient Boosting

World happiness  *June 2020 - August 2020*

*Business data analytics*

* Imported structure table, CSV and  Excel files into Tableau and designed and built a data visualization dashboard using two years historical data to rank most happiness and unhappiness
* Built a heat map, scatter plots and pie chart to display six key factors: income, freedom, trust in government, life expectancy, social support and generosity

# Skills

* Python
* R
* RapidMiner
* Tableau
* ggplot
* Pandas
* Numpy
* Scikit-learn
* Data Visualization
* Data Modeling
* SQL
* Excel
* Word
* PowerPoint
* Qualitative and Quantitative skills
* Presented PowerPoint presentation to clearly communicated world happiness result

# **Experience**

The Epoch Times, New York, NY  July 2019 - September 2019

*Advertising Sales Assistant*

Genghua Chen

# Courses

* Data Mining
* Linear Regression
* Database
* Cloud Computing and Big data
* Statistical Computing and Graphics
* Statistical Theory and Methods
* Business Data Analytics
* Monitored subscribers and emerging trends in Google Analytics and effectively defined target market
* Collaborated with leadership to prepared a list of targeted companies for e-blast
* Raised brand awareness via e-blast to increase number of subscribers revenue and profit

New Tang Dynasty Television, Houston, TX March 2017 - November 2017

*Video Editor*

* Created an initial proposed storyboard draft of more than 30 videos to presented to stakeholders’ and received approvals before production to digitally alter video
* Analyzed written scripts and raw materials to create a timeline based on valuable scenes and contribution
* Continuously discovered and implemented new editing technologies and industry’s best practices to maximize efficiency

Kate spade outlets, Woodbury, NY November 2019 - January 2020

*Sales Associate*

# Language

* English
* Chinese
* Cantonese
* Results-oriented, effectively cross-selling products, and increase 15% sales revenue and 35% customer service by leveraging my communication, bilingual literacy and by analyzing foot traffic at the plaza
* Assessed customers’ needs, introduced promotions and products, for order management and improved engagement and maintained customer relations