

## CHEN Hang

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### Education Background

**09/2022-Present**                      **City University of Hong Kong**

**Degree:** Master of Science(to be conferred on Oct. 2023)                      **Major:** Business Information Systems

**09/2018-06/2022**                      **Hubei University of Economics**

**Degree:** Bachelor of Engineering in Data Science and Big Data Technology.    **GPA:**3.8/4.0

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### Internship

**04/2023-02/2023**                      **Product development Assistant**                      **Harmony88 Co.**

- Used Helium10 tool to analyze keyword searches, consumer reviews and other factors of Amazon products. Identified 8 untapped high-growth product opportunities. Conducted in-depth monitoring on nearly 40 competitive products. Analyzed key indicators such as rankings, reviews, pricing and sales to determine differentiation opportunities and competitive advantages of new products.
- Used Applied Clickup tool with standard operating procedure function to complete 4 module types under each topic. Created automatic workflows and tasks, tracked task progress and schedules, and achieved efficient project task and human resource management.

**12/2021-03/2022**                      **Big data engineer Assistant**                      **Wuhan Ruijie Technology Development Co.**

- Built a big data visualization dashboard for a smart city government project. Followed product managers to conduct requirement research and collect key performance indicators across 13 topics.
- Used data mapping tool (Xmind) to map indicators across 13 relevant topics and effectively combine data and business needs. Created a comprehensive map of over 300 indicators and their interdependencies to inform data collection and dashboard design.
- Designed and configured fault-tolerant ETL workflows to automatically update nearly 2000 data points for real-time display on large-screen visualizations (for each of 13 topics).
- Used BI tools (SmartBI platform) to visualize 7 core metrics areas and 30+ modules. Presented data insights on the dashboard in an organized, easy-to-understand manner.

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### Project Experience

**05/2019-05/2020**                      **Business Analyst**                      **New Career Research Competition**

- Led research project exploring perceptions of 300+ contemporary university students toward 10+ emerging careers and gaps from industry demand. Completed end-to-end business analysis, from data collection to insights and recommendations in final report.
- Directed all aspects of research, including sourcing and synthesizing industry reports, expert interviews, and a 300-respondent student survey. Analyzed quantitative and qualitative data using Python and data visualization to uncover key insights.
- Conducted in-depth case study of food blogging career by analyzing 10+ industry blogs and interviewing 5+ professional food bloggers. Defined core skills and responsibilities and contrasted with student perceptions to pinpoint gaps in career readiness education. Provided 5 tailored recommendations to bridge industry-education gap.

**03/2020-09/2020**                      **Business Analyst**                      **Teddy Studio in Hubei University of Economics**

- Built classification and regression models for a data mining project. Analyzed model performance and made recommendations in regular project reports.

- Conducted NLP and sentiment analysis on 480+ film reviews crawled from Douban. Analyzed audience rating behavior, deeply mined the driving force behind these behaviors, and mined audience viewing preferences. Completed the text spam content short message classification project, preprocess 800000 pieces of data. Achieved precision and recall scores of over 95% through parameter tuning and feature engineering.

30/10/2020

**Data Analyst**

**The 8th "Teddy Cup" National Data Mining Challenge**

- Used Python to build an intelligent government system based on NLP and text mining, comparing K-Means and DBSCAN clustering algorithms. Applied optimal clustering approach to group 480K+ user comments and built a model predicting comment sentiment.
- Implemented Latent Dirichlet Allocation (LDA) topic modeling to extract themes from user comments. Visualized major topics and relationships in comments using Python's pyLDAvis library.
- Developed an evaluation system combining machine learning classification and weighted methods to assess comment sentiment and implications. System provided actionable insights to improve government services.

## Course Experience

01/2023-04/2023

**Business Analyst**

**Business Data Analytics**

- Analyzed customer churn data at PowerCo. energy company to understand factors driving customer churn. Built a machine learning model to predict customer churn and forecast churn rates.
- Explored data distribution of real business data. Predicted customer churn rates using machine learning with 89% accuracy. Provided targeted recommendations to improve customer experience. Utilized time series techniques to predict energy prices over next 3 months.
- Generated recommendations to improve customer experience. Recommended pricing strategies to increase retention rates and reduce churn. Adopted random forest model for churn prediction and selected best time series model for price forecasting.

01/2023-04/2023

**Business Analyst**

**Machine Learning and Social Media Analytics**

- Analyzed whisky-related data using 4P marketing model to determine business objectives of whisky sellers and provide consumers perspectives on experience and budgets.
- Collected 2248 data points using web crawler. Performed data visualization, descriptive and predictive analysis using Tableau. Clustered whiskies using K-Means. Analyzed comments using NLP and sentiment analysis, including word clouds and topic modeling.
- Gained insights into user preferences and needs. Provided pricing strategies to increase retention and conversion. Evaluated comment sentiments and topics. Provided suggestions to optimize platform services.

08/2022-12/2022

**Business Analyst**

**Mgt Support & Bus Intelligence System**

- Collected and analyzed real data from takeaway food industry to understand changing customer preferences and consumption patterns. Identified key drivers of customer satisfaction and suggested enhancements through factor analysis and machine learning.
- Used SAS and python to process the collected data, using machine learning algorithms to perform a factor analysis and model predictions to provide more objective statistical results for the report. Visualized findings in data presentations, achieving buy-in from internal stakeholders and informing final report recommendations adopted to enhance customer experience and satisfaction.

## Certificates& Computer Skills

**Computer skills:** VScode, Python, R, SQL, C/C++

**Certificates:** National Computer Rank Examination - Python, National Computer Rank Examination-MS Office Data Analyst, Big Data Analysis Engineer Level-1, J.P. Morgan Software Engineering Virtual experience.