

# CHEN Hang, Grace

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## EDUCATION

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City University of Hong Kong

Sep 2022 – Oct 2023[anticipated]

**Degree & Major:** Master of Science in Business Information Systems

Hubei University of Economics

Sep 2018 – Jun 2022

**Degree & Major:** Bachelor of Engineering in Data Science and Big Data Technology.

**GPA:**3.8/4.0

## WORK EXPERIENCE

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Harmony88 Co. - Product development Assistant - Intern

Feb - Apr 2023

- 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 50 competitive products.
- Used Applied Clickup tool with standard operating procedure(**SOP**) 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.
- Participated in the company's **AI painting project**, mainly using the Dreambooth model to complete the multi- scenario AI intelligent production of products.

Wuhan Ruijie Technology Development Co. - Big data engineer Assistant - Intern

Dec 2021- Mar 2022

- 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. Establish **indicator system** with nearly 300 indicators.
- 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** to visualize 7 core metrics areas and 30+ modules. Presented data insights on the dashboard in an organized, easy-to-understand manner.

## PROJECT EXPERIENCE

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The 8th "Teddy Cup" National Data Mining Challenge - Data Analyst

Mar – Oct 2020

- As a leader, formed a team of two with my friend to complete the project and ultimately achieved a **national second prize**.
- Used Python to build an intelligent government system based on **NLP and text mining**. Applied optimal clustering approach(K-Means and DBSCAN) to group 480K+ user comments and built a classification prediction model.
- Implemented Latent Dirichlet Allocation (**LDA**) topic modeling to extract TOP5 hot topics from user comments and visualized the relationships between the comments and topics.
- Developed an **Evaluation System** combining machine learning classification and weighted methods to establish a quality indicator system for reply texts and achieve automated scoring.

Teddy Studio in Hubei University of Economics - Data Analyst

Mar – Sep 2020

- 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 factors and 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.

## New Career Research Competition – Data Analyst

May 2019 – May 2020

- Led research project exploring perceptions of 300+ contemporary university students toward 10+ emerging careers and gaps from industry demand.
- Conducted in-depth case study of food blogging career by analyzing 10+ industry blogs and interviewing 5+ professional food bloggers.
- Completed end-to-end business analysis, from industry reports, expert interviews, and a 300-respondent student survey to collect data. using Python and data visualization to provide 5 tailored recommendations to bridge industry-education gap.

## COURSE EXPERIENCE

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### Business Data Analytics - Business Analyst

Jan - Apr 2023

- 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.
- 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.

### Machine Learning and Social Media Analytics - Business Analyst

Jan - Apr 2023

- 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.

### Mgt Support & Bus Intelligence System - Business Analyst

Sep – Dec 2022

- 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.

## ADDITIONAL INFORMATION

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**Languages:** Native in Mandarin, Proficient in English (IELTS 7.0) & Cantonese listening

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

**IT Skills:** Python, R , Tableau, SQL , C/C++, SAS, Programming, Coding, BI tool, MS Office

**Interests:** Music, Dancing, Sports, Hiking, Traveling