

# HUANGKUN CHEN

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## PROFILE

- Analytical and results-oriented data analyst with hands-on experience in procurement analytics, data modeling, and business consulting. Proficient in Python, R, Java, SQL, Tableau, Hive, Spark, and Hadoop. Adept at translating complex datasets into strategic insights that drive efficiency, cost savings, and business growth.

## EDUCATION

**Purdue University, Daniels School of Business**

**West Lafayette, IN**

*M.S. in Business Analytics and Information Management*

**August 2025**

- Krannert Fellowship Scholar

**Marquette University, Klingler College of Arts and Sciences**

**Milwaukee, WI**

*Bachelor of Science, Major in Interdisciplinary Data Science*

**December 2023**

- Recipient of the Klingler Fellowship Scholar Award

## PROFESSIONAL EXPERIENCE

**Hangzhou Lepu Trade Co**

**Hangzhou, China**

*Marketing Intern*

**October 2020 – January 2021**

- Supported data-driven product promotions by analyzing three years of sales and customer behavior data to identify target audiences, enhance product-market fit, and align promotional strategies with manufacturers.

**HIKVISION Co**

**Hangzhou, China**

*Technical Support Intern*

**June 2024 – August 2024**

- Conducted customer training, led internal tech sessions, diagnosed system issues, and analyzed logs to recommend improvements, reducing troubleshooting time by 15%.

## PROJECTS & COMPETITIONS

**Kearney**

**Remote, United States**

*Industry Practicum Project, Data Analyst*

**January 2025 – April 2025**

- Cleaned and standardized 210K+ rows of procurement and tail-spend data (\$1.7B) across 10K+ global suppliers to ensure analytical accuracy.
- Developed Tableau dashboards to visualize supplier performance metrics, including lead time, pricing and compliance, enabling data-driven sourcing decisions.
- Identified consolidation opportunities for 50%+ of suppliers, contributing to a projected \$40M cost reduction by 2026; Collaborated with consultants and stakeholders to deliver weekly insights and co-created executive presentations for global steering committees.

**Kaggle Competition – Crossroads Classic Analytics Challenge 25**

**Remote, United States**

*Team Leader, Data Analyst*

**January 2025 – March 2025**

- Led a 4-person team to forecast NCAA outcomes using fan-submitted data; ranked 6<sup>th</sup> on Kaggle private leaderboard. Build predictive models (XGBoost, ensemble) on 50K+ records and analyzed regional bias via clustering and segmentation. Designed Tableau dashboard to visualize model accuracy and fan behavior, serving as a benchmark for strategy evaluation.

**Cross-Border E-commerce Analysis**

**Remote, United States**

*Individual Project*

**November 2023 - December 2023**

- Used Tmall Global data to analyze product features, sentiment, and sales drivers via visualization, regression, and PCA to uncover market insights.

**INFORMS Analytics Conference 2025**

**Indianapolis, IN, US**

*Conference Presenter*

**April 2025**

- Presented at INFORMS 2025 on optimizing indirect procurement using NLP, dashboards and automation, achieving 70% supplier consolidation, \$1.6M in savings and 70% fewer compliance issues.

## TECHNICAL SKILLS

- Programming & Data Tools:** Python, R, SQL, MySQL, Excel
- Data Science & Machine Learning:** EDA, A/B Testing, Hypothesis Testing, ETL, Linear/Logistic Regression, Decision Trees, XGBoost, K-Means Clustering, Bayesian Models, SAS Enterprise Miner
- Visualization & Dashboarding:** Tableau, MATLAB
- Cloud & Workflow Tools:** Azure, AWS, Git, Jira

## CERTIFICATIONS

- Microsoft Certified: Azure AI Fundamentals (AI-900) & Azure Fundamentals (AZ-900) (2024)