JUNCHEN XIONG

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SKILLS

- **Technologies:** Python (Numpy, Pandas, Matplotlib), SQL, R, Adobe Photoshop, Microsoft Suite, Power BI, Tableau, Hadoop
- **Specialties:** Statistical Analysis, A/B Testing, Financial Modeling and Forecasting (DCF, PE), Exploratory Analysis, Clustering (K-Means), Synthetic Control, ETL (Data Pipeline)

EDUCATION

M.A. in Quantitative Methods in the Social Sciences (QMSS), Columbia University *Aug 2023 – Dec 2024 (Excepted)*
B.S. in Business Administration, Boston University *Aug 2019 – May 2023*
Minor: Mathematics (GPA: 3.82/4.0)
Coursework: Managing Data Resources (PostgreSQL), Data Science in R (RStudio)

PROFESSIONAL EXPERIENCE

Deloitte **Chengdu, China**
Project Intern; Financial Advisory *Jun 2023 - Aug 2023*
- Evaluated the 'bicycle greenway' project to identify opportunities for enhancing branding for stakeholders by conducting **desk** and **field research**, covering both internal and external aspects, and generating actionable collaboration recommendations
- Utilized **Python** (requests) to interact with Chengdu RailTransit's big data collection API, collecting critical metadata; developed time-constrained accessibility maps for each subway station, optimizing transit efficiency
- Created **automated tools** in **Python** to generate **Excel** files summarizing relevant subway station traffic changes based on user input requests, facilitating the downstream analysis for evaluating Transit Oriented Development (TOD)
- Supported **data-driven decision-making** by identifying optimal placement strategies for pertinent TOD projects from 10+ data reports

Microsoft **Redmond, WA**
Project Intern; Data Analytics and Platforms *Jul 2022 - Sep 2022*
- Segmented customers using **K-means clustering** analysis in **Python** with historical user behavior data of Power BI from **Hadoop**, to achieve more effective customer marketing via personalization
- Offered improvement suggestions for Power BI's features through **user segmentation** and **competitor analysis** in BI tools industry
- Conducted variance analyses and **data visualization** using Python (Matplotlib); communicated and validated the underlying logic, resulting in a 50% time-saving for the project manager
- Delivered summary reports and recommended improvements to the Microsoft Store tech monetization team using **Power BI**; 70%+ of the proposed initiatives were accepted, leading to increased downloads of Power BI in the Windows Store and an expected incremental value of $5K

Chengdu Wide Horizon (WanHua) Investment Group Co. Ltd **Chengdu, China**
Operation Consultant *Apr 2021 - Jul 2021*
- Materialized Operational Map using entity relationship diagrams via **Microsoft Access** and Adobe Photoshop & InDesign, benefiting **200+ users**, including stakeholders, customers, and sales
- Evaluated and modeled a ¥500,000 market repositioning deal for China Resources Vanguard, a large supermarket chain; proposed re-branding strategies to identify new **growth opportunities** through **financial modeling** and forecasting
- Collaborated with software engineers to develop the "Luxe Lake mini program", providing an **interactive online tool** for customers to assess risk and evaluate the future opportunities

PROJECTS AND LEADERSHIP

Research Assistant **Boston, MA**
Professor Gerdus Benade, Boston University Questrom School of Business *May 2022 - May 2023*
- Enhanced system stability for the customer log-in system of a non-profit food bank operating in Rhode Island
- Leveraged **unsupervised learning** to develop a preferred-match algorithm that validated, prioritized, and fulfilled urgent requests, resulting in a **12% increase** in desired match volumes and improved customer experiences
- Implemented matrix factorization techniques, including **singular value decomposition** (SVD) in Python, to optimize platform recommendation algorithms and decrease variance as data points increased

VP of Operation; Junior Class Officer **Boston, MA**
Questrom Student Government *Nov 2021 - May 2022*
- Launched a first-of-its-kind long-term project, "Networking Bootcamp," aiming to build a peer-learning platform to empower international students to fulfill their true potential by allowing them to learn, practice, and cultivate networking skill
- Recruited monthly cohorts of sizes 20+ for roundtable events & alums interviews & "Net-thon," benefiting 130+ international students by boosting their courage to reach out, be more confident in conversations, and access career channels like LinkedIn