

FEIHONG DU

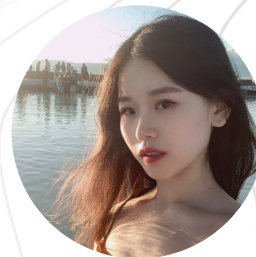
Data Scientist

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Ghent, Belgium



WORK EXPERIENCE

Public Relations & Customer Analyst

Dragon on the Tower Education Technology Group

01/2019 - 06/2020 Xi'an, China

- Analyzed customer requirements and provided recommendations on ways to improve productivity and customer satisfaction level.
- Worked directly with customers helping to troubleshoot issues and resolve customer dissatisfaction.
- Performed group publicity on Chinese social medias including but not limited to Sina Weibo, WeChat, Xiaohongshu, Bilibili to gain visibility and exposure.
- Performed marketing to improve our group's profit margins and sales.

Junior Data Analyst

Tuopu Clothing Co., Ltd

04/2018 - 09/2018 Xi'an, China

- Did data collection, data cleaning, and data visualization.
- Analyzed user preferences in clothing to provide feedback to Sales Department.

Data researcher

Zhengzhou Sula Felinae Computer Technology Co., Ltd

10/2016 - 01/2018 Zhengzhou, China

- Did data cleaning and Word Segmentation.
- Focused on analyzing the data from candidate information system in choosing universities to provide feedback design and development teams.

RESEARCH AND PROJECT EXPERIENCE

Expertise & Instrument Sharing

01/2017 - 01/2018 Xi'an, China

A Shared Technology Service platform where the questions are created, answered, edited and organized by the community of its users. And the Relational Networks of instruments, organizations, experts, and literatures are constructed and visualized on this platform.

- Did Data Cleaning, programmed in Python, used LDA (Latent Dirichlet Allocation) algorithm to implement Trend Analysis part (including the topics, the experts and the influence of a province in a field, etc.).
- Supported by Science and Technology Department of Shaanxi Province (2016KTZDGY04-03).

Sentiment Analysis of App Reviews

03/2016 - 12/2016 Xi'an, China

Investigated the problem of sentiment analysis via Word2Vec method and predict the sentiment of App reviews via Navie Bayes classification approach on the basis of 12000 users' comments of video Apps from 360 mobile store (which achieved F1 85.77%, recall 85.20%, and accuracy 86.35% for text sentiment analysis of App reviews).

- Did Data Cleaning, classified the App reviews to do sentiment analysis via Navie Bayes classification method.
- Supported by the National Natural Science Foundation of China (61373116).

ENTREPRENEURSHIP AND LEADERSHIP EXPERIENCE

Founder, Dragon on the Tower Education Technology Group.

📅 01/2019 - 06/2020 📍 Xi'an, China

- Assumed responsibility for team's development strategy and planning.
- Mainly in charge of the department of study abroad application. Took charge of the technique issues and customer analysis, including requirement analysis, customer background evaluation, risk assessment, and department coordination work.

Co-Founder, Zhengzhou Sula Felinae Computer Technology Co., Ltd.

📅 01/2016 - 01/2018 📍 Zhengzhou, China

- Assumed responsibility for company's development strategy and planning.
- Mainly involved in the FOURSAGE project, an application software for facilitating four people chatting. Took charge of the technique issues and business analysis, specific to FOURSAGE including the data mining and analysis, and project coordination work.
- Implemented FOURSAGE as an incubator project for the Undergraduate Training Programs for Innovation and Entrepreneurship in Shaanxi Province.

Director, Software Technology University Association

📅 11/2014 - 11/2015 📍 Xi'an, China

- In charge of strategic planning.
- Coordinated people and acted as a liaison between teachers and members.

PUBLICATIONS

- Penghua Wang, Xiaoge Li, **Feihong Du**, Huan Liu, Shuting Zhi, "A Personalized Recommendation System based on Knowledge Graph Embedding and Neural Network," 2019 3rd International Conference on Data Science and Business Analytics (ICDSBA), 2019, pp. 161-165, doi: 10.1109/ICDSBA48748.2019.00042.
- Xian Fan, Xiaoge Li, **Feihong Du**, Xin Li, Mian Wei, Apply Word Vectors for Sentiment Analysis of APP Reviews, in the proceedings of third International Conference on System and Informatics (EI indexing). IEEE, 2017:1062-1066.

EDUCATION

Master in Statistical data analysis

Ghent University

📅 09/2021 📍 Ghent, Belgium

Bachelor in Software Engineering

Xi'an University of Posts and Telecommunications

📅 07/2017 📍 Xi'an, China

GPA

3.2 / 4.0 (top 5%)

TECH STACK

Technical Skills

Supervised & Unsupervised Learning

Computational Data Analysis

Natural Language Processing

High Dimensional Data Analysis

Data Visualization

Prototype Design

Programming language

Python R SQL SAS C Java

Language

Chinese (native) English (professional)

SELECTED AWARDS

- Outstanding Undergraduate Thesis Award in 2017 (top 1%)
- National Undergraduate Competition for Innovation and Entrepreneurship, gold prize, Shaanxi Province (2016)
- University Second Scholarship (2014/2016)
- University Merit Student Award (2016, top 3%)
- National Undergraduate Competition for E-business, second prize, China (2015)