

Juan Du

Waltham, MA | 781-249-8512 | juandu1124@brandeis.edu | www.linkedin.com/in/JuanDu-

EDUCATION

Brandeis International Business School Candidate for Master of Science in Business Analytics (STEM-Designated) <i>Relevant Coursework:</i> Applied Econometrics, Big Data, Informational Visualization, Machine Learning	Waltham, MA 08/2021 - 02/2023
Beijing Technology and Business University Bachelor of Management in Logistics Management - GPA: 3.90 Honor: Excellent Graduate <i>Relevant course work:</i> Statistics, System organization Technology and Method	Beijing, China 09/2015 - 06/2019
University College Cork, Ireland (Exchange) <i>Relevant course work:</i> Time Series, Generalized Linear Model, Modelling and Systems for Decision Making	08/2018 - 05/2019

TECHNICAL SKILLS

Program Language and Computer Software: Python, SQL, R, Tableau, STATA, Advanced Microsoft Excel

WORK EXPERIENCE

Urban Railway Company of CREC Electrification Bureau Group Assistant to the Minister of Material and Equipment	Beijing, China 06/2018 - 08/2018
<ul style="list-style-type: none">• Categorized relevant information, including financial condition, past performance, delivery date and lead time of each supplier, created pivot table using Excel• Wrote competitive negotiation document based on negotiation invitation and instruction to bidders• Issued production and delivery plan to suppliers; monitored storage inspection process based on the material requisition plan of each department	

ACADEMIC PROJECTS

Investigation on Brand rejuvenation of an old-honored brand, case study of Beijing Dao Xiang Cun Team leader	Beijing, China 04/2018 - 05/2018
<ul style="list-style-type: none">• Guided through the process and set deadline for each intermediate objective• Designed questionnaires and interview outline; managed field research to identify current problems of company in relation to brand aging with team of three• Created a mind map to integrate four innovative methods and calculated a general budget for improvement measures• Presenting improvement approaches from marketing mode, new product development, store innovation and online operation method to help the company attracting younger customers and further developing potential market• Wrote a 15-page report to and delivered PowerPoint presentation to the company representative	
Case Study of Post-Merger Performance between Disney and Pixar	Cork, Ireland
<ul style="list-style-type: none">• Studied company's annual reports, presented data visualizations of the key measurements used in analyzing the merger reasons and assessing performance• Summarized four merging reasons, including technical requirement, competition pressure, human resource increment, and additional profits generated• Analyzed merging outcomes from company level and major business level and the final report got 2nd highest mark in class	

House Price Prediction using Machine Learning Technique	Waltham, USA
<ul style="list-style-type: none">• Scraped data from Airbnb using selenium and python; cleaned data, including selecting relevant features using regular expression and dealing with time variable using pandas• Conducted Training-Validation-Test split; Filled missing values using two machine learning techniques (PCA and KNN); Built three regression models, which is ridge model, lasso model and principal component regression to :1) reduce the dimensionality of the explanatory variables, 2) predict house price• Presented data visualization using word cloud in python• Created a website in the final presentation for the project	

SKILLS/ ACTIVITIES

Activities: College News Department (Press Photographer, 2015-2016)
Languages: Chinese Mandarin (Native)