

Lucy Chen

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EDUCATION

Baruch College, Zicklin School of Business (GPA:3.6/4.0)

New York, NY

Master of Business Analytics, Track in Data Analytics

August 2023 – December 2024

Core courses: *Principles of Database Management Systems(A)*, *Programming for Analytics(A)*, *Data Visualization(A)*, *LLM*

Nanjing Normal University (GPA:3.7/4.0)

Nanjing, China

Bachelor of Economics

August 2019 – June 2023

Core courses: *Microeconomic(A)*, *Macroeconomics(A)*, *Econometric(A)*, *Accounting(A)*, *Corporate Finance(A)*

WORK EXPERIENCE

BitMart

Jersey City, NJ

Data Analyst Intern, Trading Operations

December 2023 – May 2024

- Extracted and tracked weekly data of fiat transaction by analyzing deposit/withdraw users and amount via different channel payment through **Excel**. Visualized fiat data using **SQL** and **Python** through **Superset**, generating report using **Tableau**
- Designed Chinese New Year and Valentine's Day activities with Legend Trading to improve **User Experience** and **increase new users 300%**
- ETL Management, Data cleaning & Integrity: Utilized **SQL** for crypto trading data cleaning, managed **ETL** processes, and maintained data integrity using **Azure Blob Storage**, **Apache Airflow**, **HDFS** and **HBase**

NetEase (NASDAQ: NTES)

Beijing, China

Software Development Engineer Intern, Strategic Operation

February 2023 – May 2023

- Designed and optimized **SOP** materials for elementary and junior educational courses and executed 6 sales-end promotions to increase GMV by **20%**
- Tracked and summarized sales data for promotional activities by analyzing indicators such as GMV and number of orders through **Excel** and **SQL** to analyze the effect of promotional activities to improve future initiatives, using **power BI** to generate the report
- Established an automated data processing template for weekly TMK data in **Excel** through **Alteryx** to calculate the performance of sales staff, improving data efficiency by **50%**
- Wrote quarterly report and visualized trends using **Salesforce Tableau** to review data

JD.com (China's Largest e-commerce, NASDAQ: JD)

Beijing, China

Software Development Engineer Intern

December 2022 – February 2023

- Analyzed data trends for JD convenience stores in **O2O** business and compare sales on three major takeout platforms
- Tracked and supervised the daily store development such as GMV and order amounts through **Excel** and analyzed problems to optimize the front-end store development strategy, resulting in cost savings of **16%**
- Completed and summarized data analysis in the form of daily and weekly reports to optimize the operation of JD home, improving operational efficiency by **64%** using **React** Framework and **Webpack**

Software Development Engineer Intern

December 2021 – May 2022

- Discussed cooperation model and revenue sharing, and prepared, reviewed and confirmed project cooperation agreements in collaboration with other departments
- Conducted research to evaluate promotional activities in stores and optimize screen operation problems regularly
- Designed and implemented email campaigns and **A/B testing** in **Mailchimp**, collaborating with product teams on new features, establishing key metrics, and calculating test parameters, resulting in a significant **23.1%** increase in click-through rate, which enhanced ROI by **16.3%**, visualized using **Python Streamlit**

LXL Capital

New York, NY(Remote)

Software Development Engineer Intern

October 2021 – December 2021

- Developed pitch book presentations to explain industry trends, discussed client options and recommended strategies to meet client goals. Collected and analyzed over 100 deals from over 100 startups using **crunchbase**. Created and analyzed **DCF** financial models for respective products
- Wrote research reports about digital banking. Analyzed market scenario, business model, competition intensity, commercialization, roadmap and market strategy of fintech companies, using **R** and **Stata**

TECHNICAL CAPABILITIES

Programming: **SQL**((MySQL, PostgreSQL), **Python** (Numpy, Pandas, Scikit-Learn, PyTorch, Django), **R**, **AWS**(DynamoDB, EventBridge, Kinesis, Lambda, SQS), **Azure**, **JavaScript**, **TypeScript**, **React**

Data Tools: **Tableau**, **Power BI**, **Alteryx**, **Snowflakes**, **PySpark**, **Advance MS Excel**, **Databricks**, **ClickHouse**

Data Science Methods: **A/B Testing**, **Data Visualization**, **Machine Learning**, **Deep Learning**, **Data Warehousing**, **Applied Statistics**, **Natural Language Processing**, **Large Language Model**