

# 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)*

### 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**

### NetEase (NASDAQ: NTES)

Beijing, China

#### Data Analyst 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

#### Business Analyst 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%**

#### Business Development 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%**

### LXL Capital

New York, NY(Remote)

#### Fintech Research 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), R, AWS(DynamoDB, EventBridge, Kinesis, Lambda, SQS), Azure

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

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