**Wenbo Sun**

**MS in Business Analytics****(STEM) , CWRU, Graduating Dec 2020**

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, <https://github.com/Ota-090/challenge_repository> , https://public.tableau.com/profile/wen.shon#!/

# Summary and Skills

* Python (certified), Tableau (Tableau ® Desktop Specialist/ Tableau® Desktop Certified Associate), SQL(certified), MySQL , SAS(SAS Certified Specialist) , R, Matlab, SAS, Advanced Excel, Opersolver,@RISK, SPSS, Arena, Javascript, Html, CSS, D3, Plotly
* Quantitative analysis of data using models,including machine learning tools and statistical tools, scikit-learn, Pandas, Matplotlib, Scrapy, sqlalchemy, Tensorflow
* Good presentation and communication skills

# Professional Experience

Azoti.com, Columbus, OH 06/2020 – 09/2020

Data Analyst Intern

* Worked with local wholesale food distributor Sirna&Sons on Cleveland area price comparison project, including capturing 300,000 items of commodity information, establishing relational database and visualizing data indashboard to support supply chain decision-making proces
* Predicted customer needs and made logistics decisions, which effectively reduced the inventory.
* Used Google Analystics to improve the retail site, which increased the average time on page by 9%.

Geex Finance, Shanghai, China 02/2019 – 08/2019

Marketing Data Analyst (full time)

* Conducted business research around the domestic beauty industry, and provided a feasibility report to support management to make feasibility decisions on market issues. (available on Linkedin)
* Wrote complex SQL statements to support ETL procedures
* Cooperated with software engineer to complete AB test, which increased the CTR from 21% to 39% significantly. Provided further business insights based on the test results
* Performed data fetching, cleaning, merging, preparedperformance reportsand built interactive data visualization using Tableau.

Accenture Strategy, Beijing, China 06/2018 – 10/2018

**Business Analyst Intern**

* Improved traditional RFM model to analyze the customer value of more than 60,000 customers, which helped the manager to develop new marketing strategies by clustering different customers.
* Managed to analyze customers’ preferences by SAS and formulated marketing strategies, which increased monthly sales of the department by 6%.
* Predicted customer behavior, which Reduced the turnover rate by about 3%
* Provided monthly marketing insights on potential customers and their buying behaviors.

**Citibank**, Beijing, China 06/2017 - 10/2017

**Financial Data analyst Intern**

* Established a model to find 10 suspected credit card fraud consumption from 200,000 records
* Identified five major motivations for financial purchasing behaviors using SAS anddeveloped product strategies according to consumer motivation.
* Attained the task of simulating the stock price of the company using Monte Carlo.
* Acquiredan in-depth understanding of Citibank financial products and provided advice on financial product portfolio according to customer needs