

# WEIHAN (WILLOW) WENG

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## PROFESSIONAL SUMMARY

With 4 years of analysis experience and over a year in project management. Expertise in financial modeling, financial ratio analysis, statistical modeling, machine learning, A/B testing, data visualization, ETL process, and supply chain management. Proficient in integrating resources and leveraging data to perform in-depth strategic analysis and drive business decisions.

## WORK EXPERIENCE

### IM Global LLC

Chicago, IL

#### Associate Operations Supervisor - Business Analysis

December 2024 - Current

- Boosted pickup efficiency and gross margin 10%+ through data-driven dispatch optimization, sustaining \$1.6M+ monthly revenue.
- Applied SQL and created Power BI dashboards to assess vendor performance based on delivery quality and lead time, identifying optimal solutions that ensured timely shipments to last-mile delivery providers and reduced customer wait times by 2 days.
- Aligned procurement with actual demand to reduce warehouse consumable costs by 15% by analyzing usage trends and inventory.
- Extracted workforce and order data from ERP system using Python, providing data-driven strategic insights to stakeholders to enhance profitability including cost allocation, operational time, congestion rate, etc.

### University of Washington

Seattle, WA

#### Financial Analyst

June 2023 - May 2024

- Retrieved data from ERP system using SQL with 30% improved runtime efficiency to analyze financial metrics and identify risks.
- Leveraged advanced Excel functions (Pivot Table, Macro, Solver, etc.) to analyze historical data and generate appropriate financial forecasts and budget projections for 2024 under various scenarios in collaboration with cross-functional teams.
- Compiled GAAP-compliant financial statements and reports for FY24 and FY23 and worked with KPMG on the audit process.
- Automated quarterly Power BI dashboards with 10,000+ financial cases to support stakeholders in data-driven decision making.

### UNeTech Institute

Omaha, NE

#### Project Manager; Venture Analyst

September 2021 - May 2023

- Participated in 10 innovative medical concepts and managed 3 strategic analysis projects using a hybrid Agile-Waterfall approach.
- Executed research across 20+ industries with a focus on retrieving regulations and analyzed internal company data to derive insights for inventions utilizing strategic analysis tools (PESTEL, VRIO, iSWOT, Strategy Canvas, Business Model Canvas, etc.).
- Formulated commercialization plans and presented findings for inventors, integrating 5C, 4P, and STP analyses, along with financial forecasts to project revenue and profitability over a defined timeline.
- Wrote 9 high level strategic reports and built 6 financial models (Net Present Value, Internal Rate of Return, Payback Period, etc.) for entrepreneurs, emphasizing market and financial risk with strategies aimed at reducing operational risk by 40%.

## SELECTED PROJECTS

### Profitability Analysis of Waybill Attachment

IM Global LLC | Jun 2025 - August 2025

**Background:** To cope with rising U.S. tariffs that caused customer attrition, a new Waybill Attachment service was launched. The Business Development Team asked to reduce operational costs, as the new business had not yet achieved satisfactory profitability.

**Action:** Built an ETL pipeline in Python to advance the data running efficiency, implemented a VBA-based CICO system to monitor workforce, and developed a Holt-Winters model to dynamically forecast monthly order volumes and optimize workforce allocation.

**Operation and Test:** Removed outliers and identified each worker's maximum daily waybill processing volume, and consolidated order and workforce data to build a dashboard for continuous monitoring of profit performance.

**Result:** Enabled dynamic workforce allocation, helping the company reduce monthly labor costs by nearly 30%.

### Strategic Analysis - Syringe Startup

UNeTech Institute | January 2023 - May 2023

**Background:** A startup client with a novel syringe design sought Seed funding and entry into medical and veterinary markets.

**Action:** Led a team of five venture analysts in developing strategic plans through external and internal analysis, customer discovery, and multi-scenario financial modeling, providing insights to guide the client's market entry strategy.

**Operation and Test:** Developed a comprehensive report and presentation incorporating market entry opportunities, industry risk assessment, TAM/SAM/SOM segmentation, and multi-scenario revenue forecasts.

**Result:** Identified the invention's key strategic differentiators under a cost leadership approach, providing actionable insights that supported the client in successfully raising \$200K in Seed Round funding.

## EDUCATION

### University of Washington - Michael G. Foster School of Business

Seattle, WA

Master of Science in Business Analytics (GPA 3.74/4.0)

June 2024

### University of Nebraska

Omaha, NE

Master of Business Administration; Concentration in Risk Management (GPA 3.90/4.0)

May 2023

Bachelor of Science in Business Administration (GPA 3.91/4.0)

December 2021

## SKILLS

**Programming:** Python (Pandas, NumPy, Scikit-Learn, PyTorch), SQL (MySQL), R, QBE, VBA, Power Query, JavaScript

**Techniques:** Regression, Clustering, Decision Tree, Time Series, Machine Learning, Classification, A/B Testing, ETL, NLP, etc.

**Visualization:** Tableau, Power BI, MS Excel (Pivot Table, TreePlan, etc.), Orange Data, JMP, Oracle Crystal Ball, Xmind