Xia(Charlene) Fu

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EDUCATION

Master of Science (Business Analytics, Data science & Analytics), GPA: 3.947/4.0 *Aug. 2019 – May 2020*
Rensselaer Polytechnic Institute (RPI) *Troy, NY*
Coursework taken: Data mining, Machine Learning Applications, Statistics for Managerial Decision Making, Adv Quantitative Methods, Business Analytics Capstone, Adv Artificial Intelligence/Machine Learning for Finance

Master of Science, Cell and Molecular Biology *Aug. 2017 – Aug. 2019*
Fordham University (Fordham University GSAS Centennial Scholarship) *Bronx, NY*

Bachelor of Science, Basic Medicine *Aug. 2013 – Jul. 2017*
Capital Medical University *Beijing, China*

WORK EXPERIENCE

Co-Founder & Consultant -- EIPO Consulting Group *May. 2020 - Present*
- Produced professional consulting contents and knowledge to attract more people join our community. The number of participants reached 1000+ within 2 months.
- Providing free big data and AI-related consulting services to small businesses to help them keep up with current trends.

Data Analyst Student Consultant, New York State Department of Health *(Python, Tableau)* *Jan. – May. 2020*
- Identified abnormal trends through visualizations and provided improvement insights to inform policy on Health Home program
- Designed and developed the Tableau Dashboard to realize real-time monitoring health homes' performance.
- Understood, analyzed and summarized large and diverse sources of data into meaningful and insightful presentations.

Market Analyst Student Consultant – InSitu Composites *Oct. 2019 – Apr. 2020*
- Performed valid market research SWOT analysis. Conducted client interviews to stay on top of market needs & pain points in order to help the product team to build the roadmap.

Product Analyst -- Ehomie New York INC. (ERP system, Product Design) *Dec. 2019 – Jan. 2020*
- Collected and analyzed user's behavior data from the ERP system, partnered with product and IT teams to find strategies to improve users' experience, impression and conversion rate.

Research Analyst -- Fordham University *Nov.2017 – July 2019*
- Designed and conducted the gene knockout experiment. Performed fluorescence staining to detect gene expression signals in cells and captured cells images.
- Used Python to draw the histogram of RGB pixel intensity and performed statistical analysis (one-way ANOVA) to detect the difference between knockout cells and normal cells.
- Constructed the prototype CNN binary classification model to detect knockout cells using Keras with TensorFlow as the backend.

DATA SCIENCE PROJECTS

Hotel Booking Cancellation Analysis (Python) *June 2020*
- Conducted deep EDA analysis to understand each feature of the dataset and did data cleansing and missing value imputation.
- Put forward questions to ask and built models to predict the cancellation of new bookings.

Home Credit Mortgage Default Risk Prediction *(Python)* *Jan. – May. 2020*
- Exploratory data analysis: data visualizations and summarized analysis to determine the types of insights derived from the datasets.
- Joined together different datasets, conducted data cleansing and built unsupervised machine learning models.
- Applied critical thinking and analytical skills to troubleshoot issues, suggested improvements.

COVID-19 Data Analysis and Its Impact on Financial Markets *(R, R markdown Notebook)* *April 2020*
- Scraped COVID-19 data from JHU databases and financial market returns by quantmod package.
- Used R to visualize the spread of COVID-19 on a world map (Leaflet)
- Built regression model and decision tree model to predict the market trends based on the COVID-19 data

CFPB consumer complaints analysis *(Python, NLP)* *April 2020*
- Searched through the consumer text narratives by NLP to identify the top issues of consumer complaints.
- Provided advice to the federal government and proposed specific pieces of legislation to the US Congress.

TOOL & SKILLS & Publications

Tools: Python, R, SQL, Tableau, SAS, SSIS, SSAS, SSRS, SPSS, Google Analytics, TensorFlow

Skills: Data Cleansing, Feature Engineering, Exploratory and Predictive Analysis (Logistic Regression, Random Forest, Boosting Tree, Neural Networks), Clustering, NLP, Statistical Inference (Bayesian Data Analysis), A/B testing, Experiment Design & Testing, Dashboard designing