

ZHUOQUAN CHEN

New York | 718-300-0078 | quanchen0913@gmail.com | LinkedIn: [zhuoquan-chen](#)

EDUCATION

- Brooklyn College, BS. in Computer Science, Brooklyn, NY Aug 2018 - Jun 2020
- Borough of Manhattan Community College, AS. in Computer Science, Manhattan, NY Aug 2016 - May 2018

Professional Development:

- Data Science Certificate Course, General Assembly, Manhattan, NY Sep 2020 - Jan 2021
- CUNY Research Scholars Program Scholarship, Borough of Manhattan Community College, NY Aug 2017 - May 2018

EXPERIENCES

- Borough of Manhattan Community College** **Manhattan, NY**
College Assistant/Data Coordinator - Department of Financial Aid May 2020 - Present
- Managed Department of Financial Aid database in terms of data entry modernization and management, including accessing student data in a consumable format when financial counselors require them for services.
 - Analyzed and verified the process of students' application data sources.
 - Managed student data explorations and cleaning process in Python.

PROJECTS

Enterprise strategy Platform | NY **Aug 2021**

Skills: Data Scraping, Data Extraction, Selenium Package, HTML Parsing

- Scraped more than 1,000,000 rows of dynamic data of influencers from different countries of the world, across more than 20 industries in starngage.com, as well as various social platforms, which provides disparate influencers' data sources for merchants to promote products and increase business performance.
- Collaborated closely with the Software Engineers to construct, organize and integrate the data sources into the Web Application.

Sentiment Analysis & Classification | NY **Mar 2021**

Skills: NLP, CountVectorizer, Sampling, Naive Bayes, Logistic Regression, GridSearchCV, Confusing Matrix

- Investigated corpus pre-processing(Python NLTK package), transformed post-processing dataset in a numeric matrix to deliver predictive models; created and implemented evaluation & measurement framework and test design to attain sensitivity in 91.7% > 89% accuracy of Naive Bayes Model, and 94.7% > 89% accuracy of Logistic Regression Model.
- Successfully evaluated the targeted customer's feedback regarding company products to measure the customer satisfaction level.

Market Segmentation | BJ **Jan 2021**

Skills: Unsupervised Learning, K-Means, PCA, EDA, Data Visualization, Data Management

- Created assessment models to specify customer segmentation in the China market to exam the datasets from public/private credit card usage platforms and launch ads, through K-Mean algorithms, into 5 clusters to generate market insights; successfully reduced dimensionality ≤ 3 dimensions for visualization.
- Segmented the credit card consumption market resulted in supporting marketing team to increase 20% sales in the next quarter.

Predicting House Prices | IA **Sep 2020**

Skills: Data Cleaning/Visualization, Feature Engineering, Data Scaling, Linear Regression, Ridge Regression, Lasso Regression

- Identified the correlated data features through correlation matrix and utilized data feature engineering to resolve distribution errors.
- Established the evaluation metrics to exam the model performance to gain 84.4% training score, 86.1% testing score of Linear Regression model, 84.3% training score and 86.0% testing score of Ridge Regression model, and 84.4% training score and 86.1% testing score of Lasso Regression model, which resulted in predicting the price of houses in Ames, based on the characteristics of the house and public facilities, such as transportation, schools, house age, house size, number of bedrooms and bathrooms.

PROGRAMMING

- Python, SQL, Java, HTML/CSS, JavaScript and PySpark coding experience.
- Hands-on experience: Numpy, Pandas, Matplotlib, Seaborn, Bokeh, Scipy, Statsmodels, Scikit-learn and PySpark for data processing, data manipulation, data visualization and data modeling; Machine learning including dimensionality reduction, clustering, classification, regression and clustering; Keras for deep learning in image recognition; NLTK for Natural Language Processing (NLP); Time Series Analysis; BeautifulSoup and Selenium for static and dynamic data collection or scraping; Software and web application development.