Wenkai Chen

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Summary

A proactive and results-driven **Data Analyst** with a dual-degree background in **Information Management** and **Statistics**. Adept at leveraging Python, SQL, and machine learning to extract business insights from complex datasets and translate them into actionable strategies that drive growth and efficiency. Possesses hands-on experience in quantitative financial modeling and customer behavior analysis, with a commitment to solving challenging business problems.

Education

ZHEJIANG UNIVERSITY | Hangzhou

Candidate for **Double Bachelor's Degree**: B.Mgmt. in Information Management & Information Systems and B.S. in Statistics | Expected June 2028

- **RelevantCoursework**: Machine Learning, Data Structures & Algorithms, Database Systems, Statistical Inference, Multivariate Statistical Analysis, Econometrics, Data Mining, Computer Vision, Neural Networks, Probability Theory, Linear Algebra, Calculus

Experience

Develop Asset Liquidity Performance Reconstruction Model | Personal Quantitative Research Project

July 2025 — August 2025

- Architected a machine learning model to predict the future return direction (up/down) of 100 liquid assets by analyzing historical signals from 100 corresponding illiquid assets, aiming to introduce a novel risk management methodology for a portfolio valued at $10M.
- Processed and cleaned financial time-series data comprising over 380,000 samples across nearly 4,000 trading days, evaluating model performance with a custom weighted accuracy metric to achieve 74% predictive accuracy.
- Designed and implemented a rigorous time-series cross-validation strategy to prevent data leakage, ensuring the model's robustness and generalizability on future unseen data.

Process E-commerce Customer Segmentation & Value Analysis Feb 2025 — Mar 2025

- Led an analysis of purchasing behavior data for over 10,000 customers, successfully identifying 3 core customer segments with distinct spending patterns using K-Means and DBSCAN clustering algorithms.
- Quantified the business value of each segment, discovering that "High-Value Loyal Customers" (15% of total users) contributed over 40% of total revenue, providing data-driven support for management to focus marketing resources on this group.
- Recommended differentiated marketing strategies for each segment, such as a loyalty program for "High-Value Customers" and targeted retention campaigns for "At-Risk Customers," projected to increase customer lifetime value by an estimated 10-15%.

Technical Skills

- **Data Analysis & Quant**: Statistical Modeling, Hypothesis Testing, Regression Analysis, Time Series Analysis, Transformer.
- **Programming Languages**: Python(Proficient in Pandas, Numpy, Scikit-learn, TensorFlow, Pytorch), SQL, C++.
- **Machine Learning/AI**: Strong understanding and practical experience with Neural Networks (CNNs, RNNs), Computer Vision (Image Classification), Natural Languages Processing fundamentals.

Honors

- Awarded **Honorable Mention** in **2025 Mathematical Contest In Modeling**
- **First Price** in **Zhejiang College Student Mathematics Competition** (Economics & Management)