

# WENYUE (ADA) SHI

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## EDUCATION

<b>The University of Texas at Austin</b>	Master of Science, Business Analytics Coursework includes: Predictive Modeling (R), Data Analytics Programming (Python), Intro Database Management I (SQL) Overall GPA: 3.91	May 2016
<b>Shanghai University of Finance and Economics</b>	Bachelor of Economics, Investment Overall GPA: 3.78	June 2015

## EXPERIENCE

<b>Deloitte Consulting</b> - <i>Investment Analyst Intern</i> ; Shanghai, China	August 2014 - April 2015
<ul style="list-style-type: none"><li>Conducted predictive data analysis including market size, growth rate, leading competitors and PEST analysis on 4 medical device sub-industries, selecting the most potential industry for the client</li><li>Filtered and invited potential companies to invest in a local-governed development zone through interviewing with companies' management and cold calls, bridging the client with more than 10 partners (highest successful rate among interns)</li></ul>	
<b>Valueserve Consulting</b> - <i>Business Analyst</i> ; Shanghai, China	March - May 2014
<ul style="list-style-type: none"><li>Conducted desktop researches on annual report and database of over 300 companies for 9 different engagements, and further prepared deliverable reports to help foreign clients choose the right local suppliers and partners</li><li>Analyzed how China Lodging Group balanced its fast expansion and high RevPAR and studied its multi-brand and differentiation strategy, providing reasonable expansion advices for the client who seek both fast growing and high revenue</li></ul>	
<b>Prudential Hong Kong</b> - <i>Retirement Planning Assistant Intern</i> ; Hong Kong, China	January 2013
<ul style="list-style-type: none"><li>Customized retirement plan covering saving planning, unique variable annuity, mutual fund investment, life insurance in order to fulfill clients' need of guaranteed income</li><li>Built a mathematical model directing how mainland China should manage her social pooling account based on the survey of the difference in retirement planning between HK residents and mainland residents</li></ul>	

## ACADEMIC PROJECTS

<b>Salary Prediction based on Text Analytics</b> - MIS 184N	August - September 2015
<ul style="list-style-type: none"><li>Tokenized, lemmatized and removed stop words for more than 240K job descriptions and tagged each with parts-of-speech</li><li>Use binomial naïve Bayes model to predict high or low salary with an accuracy of 0.85</li></ul>	
<b>Car Price Prediction with R using data from Vast.com</b> - MIS 380	July 2015
<ul style="list-style-type: none"><li>Applied binary data analysis visualizing direct relationship among car's price, mileage, age, condition, trim and displacement</li><li>Data cleaning and processing, feature selection and segmentation</li><li>Used LASSO, RIDGE, Random Forest and Boosting to the training data, and reduce the in-sample-test RMSE to 5000\$</li></ul>	
<b>Game Development in Python</b> - Coursera	February - April 2014
<ul style="list-style-type: none"><li>Build web-based games in Python including Blackjack, Asteroid, 2048 and Yahtzee</li></ul>	
<b>Traffic Jam Analysis in R</b> - <i>China Undergraduate Mathematical Contest in Modeling</i>	November 2013
<ul style="list-style-type: none"><li>Pulled data from several traffic jam videos and cleaned data with R</li><li>Analyzed data and trends through plotting and predictive modeling with R and modeled the relationship between several traffic variables to predict length of traffic queue within accidents, and further find solutions for traffic accidents aftermath</li><li>Won the 1st prize (1 out of 500 teams) in Shanghai District</li></ul>	

## LEADERSHIP EXPERIENCE AND ACTIVITIES

<b>Asia-Pacific Business Talent Exchange Program</b> - <i>Group Leader</i>	Spring 2013
<ul style="list-style-type: none"><li>Solved culture conflicts among team members and improved team loyalty</li><li>Led the team win the case study competition of Hong Kong Expo through SWOT analysis, group discussion and presentation</li></ul>	

## HONORS

Graduation with honor: College Graduate Excellence Award of Shanghai	July 2015
People's Scholarship for Academic Excellence (Top 10%, three times)	October 2012 - October 2014
Academic Excellence Scholarship	October 2012

## ADDITIONAL INFORMATION

**Computer Skills:** R, Python, C++, Java, SAS, SQL, SPSS

**Languages:** Fluent in Chinese, Basic knowledge in Japanese

**Interests:** Piano, Swimming, Roller Coaster, Comic-dialogue (a traditional Chinese form of art)

**Work Eligibility:** Extended eligibility to work in the U.S. due to S.T.E.M. certification; will require visa sponsorship for long-term employment