

WEI-CHENG CHEN

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PROFILE

- MS Business Analytics and Information Management student eligible for 3 years of OPT with STEM OPT extension seeking a full-time position in the field of **Analytics**
- **Programming Languages and Tools:** R, Python, SQL, SAS, Tableau, Microsoft Office
- **Core Competencies:** Data Visualization, Data Analytics, Statistical Analysis, Regression, Hypothesis Testing

EDUCATION

Purdue University, Krannert School of Management **West Lafayette, IN**
Master of Science in Business Analytics and Information Management **May 2020**

Relevant Courses: R for Analytics, Python Programming, Business Analytics, Mgmt. of Org. Data

Analytics Project – Predictive Model for Booking Hotel Rooms via Expedia **July 2019**

- Built classification model to determine likelihood of client booking a room and assessed factors impacting booking behavior and trend
- Applied several libraries in Python; PANDAS to clean and manipulate data, SEABORN and MATPLOTLIB to visualize data, SKLEARN and SCIPY to construct models

Analytics Project – Craigslist Sales Post Auto Categorization **December 2019**

- Implemented service improvement strategies to increase user web browsing experience; reduced product mislabeling by users, achieving 62% and 80% accuracy using text and images classification
- Scraped text and images from Craigslist sales post using Python, applied text mining modules to analyze language (N-gram, Topic Modelling) for creating text and image classification models

Purdue University, Krannert School of Management **West Lafayette, IN**
Bachelor of Science in Finance and Management **May 2018**

PROFESSIONAL EXPERIENCE

Indianapolis Colts (Industry Practicum) **Purdue University**
Student Consultant **January 2020 – March 2020**

- Identified lost revenue and recommended improved pricing strategy by building a dynamic pricing optimization model, leading to increased revenue of sections in team stadium ranging from 25% to 500%
- Utilized tidyverse and dplyr packages in R to clean, integrate and conduct EDA on 8 years of sales data; formulated a 14-page report on dynamic pricing method
- Deployed Tableau dashboard to visualize suggested optimal price and forecasted impact of price change on revenue across 6 sections in Colts Stadium

Student Managed Investment Fund (SMIF) **Purdue University**
Equity Researcher **September 2017 – May 2018**

- Reviewed and analyzed various potential investments using dividend investing strategy to identify best investment opportunity within utility sector to make investment recommendations to a \$300,000 portfolio
- Cooperated with 3 Master's candidates to deliver a stock pitch with thorough explained analysis in front of 50 club members and allocated 3.1% of fund to portfolio

Fubon Bank (China) Co., Ltd **Shanghai, China**
Credit Risk Management Intern **July 2017 – August 2017**

- Collaborated with 4 interns to construct a credit card proposal using customer segmentation to pinpoint desired group; proposed credit card features creating a unique value proposition to potential customers
- Performed analysis on Chinese credit card market, applied an outside-in strategy to generate business insights; Proposal was adopted as a reference for launching first credit card product

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- **NVIDIA Deep Learning for Natural Language Processing Certification** **November 2019**
- **Stamina4 IT/Analytics Case Competition** **October 2019**
- **Adobe Analytics Challenge** **October 2019**
- **Volunteer at Habitat for Humanity** **February 2017**