

# Chi-Hua Wu

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## EDUCATION

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### University of Connecticut, School of Business

May 2020

- Master of Science, **Business Analytics and Project Management**, GPA: 4.0/4.0
- Relevant Courses: Data Science with Python, Predictive Modeling, Introduction to Deep Learning, Business Decision Modeling, Data Mining, Statistics in Business Analytics, and Business Process Modeling & Data Management

### Fu Jen Catholic University

Jun. 2015

- Bachelor of Science, **Statistic and Information Science**, GPA: 3.8/4.0
- Relevant Course: Mathematical Statistics, Multivariate Statistical Analysis, Time Series Analysis, and Regression Analysis

## TECHNICAL SKILLS

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- Data Analytics: Python (Numpy, Pandas, Scikit-Learn, Tensorflow, PyTorch), R, SAS, JMP, IBM SPSS, Microsoft Excel
- Database Management: SQL (MySQL, Oracle Database), NoSQL (MongoDB)
- Data Visualization: Python (Matplotlib, Seaborn, Plotly), Tableau, Power BI

## WORK EXPERIENCE

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### Potoo Solutions

Jan. 2020 – May 2020

#### Graduate Analyst Consultant

- Developed a predictive model to shed light on the new e-commerce centric supply chain and its most influential factors
- Used SQL and Python to clean, combine, filter, and restructure multiple large datasets (millions of records)
- Built multi-label classification models to discover patterns and insights regarding resellers and their product sources
- Executed deliverables of Python-Tableau Dashboard to the CEO to ensure feasibility and application of the model

### University of Connecticut MSBAPM

Jan. 2020 – May 2020

#### Graduate Teaching Assistant – Dr. David W. Wanik, Data Science using Python

- Performed all assistant teaching duties including mentoring, lecturing, grading and researching
- Contributed to lesson materials and tutorials regarding data visualization, data wrangling, and machine learning packages
- The materials covered Python's packages: Scikit-Learn, Numpy, Pandas, Matplotlib, Seaborn, Plotly, PDP, and TSFresh

### Forkaia

Sep. 2019 – Dec. 2019

#### Data Scientist Intern

- Performed customer segmentation analysis (KNN) with Python to discover patterns and insights regarding customer behavior
- Used SQLAlchemy to build a relational database from multiple files to increase the efficiency of managing data
- Built several binary classification models to determine the most influential features on the customer churn rates

### Cadenza Innovation

Feb. 2019 – May 2019

#### Business Analytics Consultant

- Built an Energy Storage Systems model to determine the variables of Energy Storage to reduce energy cost and energy waste
- Used Excel Solver to optimize the battery usage and it could have saved ten thousand dollars and taken five payback years
- Presented a research project regarding Energy Storage to get an optimal component sizing for peak shaving

### MIGU Enterprise Company Limited

Sep. 2017 – Jul. 2018

#### Marketing Analyst

- Conducted market research to provide insights, recommendations and to increase the sales number
- Analyzed historical transaction to segment customers and sent personalized emails to increase customer satisfaction

### National Taiwan University

Jan. 2017 – Aug. 2017

#### Research Assistant

- Assisted Dr. Duan-Rung Chen with projects on analyzing data, interviewing the object of study and collecting literature review
- Built regression models to determine important factors and discover the relationship between variables
- Co-organized a geographic information project about childhood obesity with the Ministry of Health and Welfare in Taiwan

## PROJECTS

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### Airline Twitter Sentiment Analysis

- Presented a workshop to Atlas Air on project findings and potential usages for an internal audit team
- Discovered passengers' sentiment behind the streaming tweets (using Tweepy API) to improve the customer experience
- Used TextBlob NLP package and scikit-Learn package with Python to perform sentiment analysis and text clustering analysis

### Loan Service Database

- Built a database for loan service to implement databased design (Entity Relationship Diagram) and SQL queries into business
- Displayed queries with multiple table joins to explore data and fulfill user requirement