

Dani Chu

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EDUCATION

SIMON FRASER UNIVERSITY, BURNABY, BC

09/2018 – 04/2020 (Expected)

Masters of Science in Statistics

Supervisor: Dr. Tim Swartz

Honours & Awards:

NSCERC Alexander Graham Bell Canada Graduate Scholarship (\$17,500 CDN)

09/2018 – 08/2019

SIMON FRASER UNIVERSITY, BURNABY, BC

09/2013 – 04/2018

Bachelor of Science (with Distinction)

CGPA: 3.69/4.33

Joint Major in Mathematics and Computing Science, Major in Statistics

Semester Abroad – San Diego State University

CGPA: 3.93/4.00

Honours & Awards:

Department of Statistics and Actuarial Science Endowment Award (\$1,200 CDN)

Spring 2018

Department of Mathematics Award (\$1,000 CDN)

Spring 2018

President's Honour Roll

Fall 2016, Spring 2018

Dean's Honour Roll

Spring (2015, 2017, 2018), Fall (2016, 2017)

Statistics Undergraduate Chair Travel Grant (\$1,000 CDN)

Fall 2017

NSERC Undergraduate Student Research Award (\$6,356 CDN)

Summer 2017

International Mobility Award (\$1,000 CDN)

Spring 2016

SDSU Dean's List

Spring 2016

SDSU On Campus Housing Scholarship (\$5,000 USD)

Spring 2016

REFEREED PUBLICATIONS

Tingling, P., Masri, K. and **Chu, D.** (Under Review). Catch and Release? Endowment Effects in the NHL Expansion Draft. *Sport, Business, Management: an International Journal*

Chu, D., Wu, Y. and Swartz, T.B. (2018, March). Modified Kelly Criteria. *The Journal of Quantitative Analysis in Sports*, 14(1), pp. 1-11.

CONTRIBUTED PRESENTATIONS

Chu, D., Wu, Y., Reyers, M., and Doyle, C. *Personalize Foul Trouble, Improving Foul Management in the NBA* (2018, August). Poster presented at the Cascadia Symposium on Statistics in Sports. Vancouver, British Columbia.

Chu, D., Sheehan, R., Tsai, M.-C., and Davis, M.J. *Pacing Profiles in World Championship 2000m Rowing Explored Through K-Means Clustering* (2018, August). Poster presented at the Cascadia Symposium on Statistics in Sports. Vancouver, British Columbia.

Chu, D., Wu, Y. and Swartz, T.B. *Modified Kelly Criteria* (2018, July). Speed presentation and posted presented at the Statistics in Sport Undergraduate Research Competition at the Joint Statistical Meetings. Vancouver, British Columbia.

Tingling, P., Masri, K. and **Chu, D.** (2018, May). *Catch and Release? Endowment Effects in the NHL Expansion Draft*. Presentation selected for the Administrative Sciences Association of Canada, Sport & Tourism Management Division. Toronto, Ontario.

Chu, D., Reyers, M., Wu, Y., Bailey, S. and Bystrom, K. (2018, March). *Structure vs Speed: Evaluating the Power Play Neutral Zone Regroup Decision in the AHL*. Presented at the Vancouver Hockey Analytics Conference. Vancouver, British Columbia.

Wu, Y., **Chu, D.**, He, S. and Paton, F. (2017, July). *Applications of Modern Computational Methods and Statistical Learning Theory for Data Driven Decisions*. Presented at Fraser Health Population and Public Health Lunch & Learn. Surrey, British Columbia.

TECHNICAL SKILLS

Proficient: R, Python, SQL, LaTeX, C, C++, MATLAB, R Shiny, Git

Familiar: Spark, SAS, Tableau, Sage, MS Office, Maple, HTML, XML, Adobe Analytics, Google Ads
Google Search Ads 360, Qlikview

TECHNICAL EXPERIENCE

BEST BUY CANADIAN CORPORATE HEADQUARTERS 05/2018 – PRESENT
Digital Analyst Intern – Ecommerce Department

Job Description: Worked in an agile development environment on a performance marketing engine for expanded assortment products. Modelled product conversion rates under a Bayesian Framework, developed price optimization tools and developed a more efficient cost attribution system. Managed and updated the Google Ads campaigns for the marketing engine.

CANADIAN SPORT INSTITUTE PACIFIC 06/2017 – PRESENT
Research Assistant – Canada Soccer Women's National Team

Project Description: Built Critical Power Models using millions of rows of Catapult Biometric data over the course of training sessions and games with Eli Mizelman and Dr. Dave Clarke. The models will be used to better evaluate substitution patterns and training loads to prevent injury and promote more efficient performances.

Research Assistant – Rowing Canada

Project Description: Investigated GPS race data to determine optimal pacing strategies across various rowing events. Project was a part of a directed studies course supervised by Dr. Jack Davis of SFU and Dr. Ming-Chang Tsai of CSIP.

Research Assistant – Canada Women's Rugby Sevens

Project Description: Analyzed both tagged data and Catapult Biometric data to explain score differential supervised by Eli Mizelman, a Sports Analytics PHD student, Dr. Dave Clarke, and Dr. Tim Swartz.

CANADA BASKETBALL 06/2017 – PRESENT
Lead Researcher

Project Description: Led a confidential research project for Canada Basketball, involving Bayesian Methods and Linear Models to predict player success in international play.

Lead Developer

Project Description: Wrote R code to scrape, clean and format data from specific FIBA tournament games. This tool was used by Team Canada at the FIBA U19 World Championships where they won gold.

UNIVERSITY OF BRITISH COLUMBIA MEN'S BASKETBALL 04/2018 – PRESENT
Project Leader

Project Description: Preliminary stages of working with the coaching staff to answer their questions about team performance and strategy.

TERRY FOX SECONDARY JUNIOR BOYS BASKETBALL ANALYTICS 09/2017 – 03/2018
Project Leader

Project Description: Developing an innovative platform for collecting and analyzing data in high school basketball. Working intimately with the coaching staff to educate them about the value of analytics in their decision making.

STRIDES STUDY 02/2018 – PRESENT
Statistical Consultant

Project Description: Advised MSc student Stephanie Maganja and her supervisor Dr. Dawn Mackey on the statistical tests of their validity study of commercial-grade activity monitors. Helped write code to clean and model their data.

NATURAL SCIENCE AND ENGINEERING RESEARCH COUNCIL OF CANADA SUMMER 2017
Undergraduate Student Research Award Recipient

Job Description: Research focused on sports analytics and mathematical systems for gambling under Professor Dr. Tim Swartz at SFU's Department of Statistics. Derived a more conservative Kelly Criterion using a Bayesian approach, created an R Shiny app and co-authored a research paper that is currently under review for publishing.

FRASER HEALTH – POPULATION AND PUBLIC HEALTH OBSERVATORY 05/2017 – 12/2017
Statistical Research Intern – Overdose Analytics

Job Description: Performed ad-hoc analysis on areas of the overdose crisis in Fraser Health. Collaborated on a larger analysis using machine learning techniques to identify at risk groups and optimal intervention points. Investigated the higher rate of ambulance rejection after an overdose with a focus on the location of the patient.

PROFESSIONAL & UNIVERSITY SERVICE

SFU SPORTS ANALYTICS CLUB 08/2015 – PRESENT
President, Accountant

Volunteer Responsibilities: Organized projects and events for club members. Projects include work with Canada Basketball, Canadian Sport Institute Pacific, UBC Basketball Vancouver Canucks and Vancouver Whitecaps.

VANCOUVER SPORTS ANALYTICS SYMPOSIUM & HACKATHON 01/2017 – PRESENT
VanSASH 2018 Lead Event Organizer

Volunteer Responsibilities: Planning the expansion of the event in September of 2018 to include 160 participants.

VanSASH 2017 Lead Event Organizer

Volunteer Responsibilities: Organized sponsors, speakers, venue, catering, grant requests and volunteers for the 100-person event in 2017. Additionally, was the host and a mentor at the event. See www.vansash.com for more details.

VANCOUVER WHITECAPS FC – SOCCER OPERATIONS 03/2017 – PRESENT
Game Day Analytics Intern & Volunteer Coordinator

Volunteer Responsibilities: Filmed games and provided game day support for the analytics and scouting team. Organized, scheduled and trained new volunteers for the department.

JOURNAL OF BIG DATA SUMMER 2018
Peer Reviewer

Volunteer Responsibilities: Reviewed a paper for the Journal of Big Data.

ADMINISTRATIVE SCIENCES ASSOCIATION OF CANADA SPRING 2018
Peer Reviewer

Volunteer Responsibilities: Reviewed a paper for the Administrative Sciences Association of Canada Conference.

STATISTICS & ACTUARIAL SCIENCES STUDENT SOCIETY FALL 2017
Vice President

Volunteer Responsibilities: Provided insight and direction on the renovations of the Mathematics and Statistics & Actuarial Sciences Student Common Rooms.

SFU EXCHANGE SPRING 2016 – PRESENT
Exchange Ambassador

Volunteer Responsibilities: Attended pre-departure meetings, recruitment events and diversity events at Simon Fraser University and San Diego State University.

TEACHING EXPERIENCE

INTRODUCTION TO STATISTICS FOR THE SOCIAL SCIENCES SUMMER 2018, FALL 2018
Tutor Marker

PRIVATE MATH & STATISTICS TUTOR 03/2012 – PRESENT
Grade 10 - 2nd Year University Level Math Courses

COMPETITIONS

1ST PLACE (PRIZE PACK) - SACRAMENTO KINGS CASE COMPETITION 03/2018 – 04/2018

Project Description: Used survival analysis, approximations to exponential distributions and bootstrapping methods to give predictions of the time an NBA player had before fouling out of a game given he had a given number of fouls. Build a Shiny App for coaches to use on the sidelines as well as 6 page report to communicate our results.

TOP 75 QUALIFIER – NSERC'S SCIENCE, ACTION! VIDEO CONTEST 01/2018

Project Description: Produced, wrote and promoted a 1-minute summary video of PhD candidate Trevor Thompson's research into spot fire simulators and their applications to forest fires.

1ST PLACE (\$350 CDN) - SFU BUSINESS ANALYTICS HACKATHON, VANCOUVER 11/2017

Project Description: Modeled customer retention for Grocery Consolidated with an ensemble model and made business recommendations based on our results.

1ST PLACE (\$125 CDN) - HOCKEY ANALYTICS DATA SPRINT, VANCOUVER 11/2017

Project Description: Analyzed the ability of AHL team to breakout of their zone on the power play.

COMPETITOR - NBA HACKATHON, NEW YORK CITY

09/2016, 09/2017

Project Description: 2017 Points Gained Shooting - Calculates a player's shooting performance relative to a league average player. 2016 Corner 3s, the Following Possession – Computed the rate of fast breaks created by shots from a given location using Sport VU data.

4TH PLACE (\$150 CDN) - MOJIO CASE COMPETITION, VANCOUVER

SPRING 2017

Project Description: Classified engine use based on how a car was driven using k-means clustering.

BASKETBALL COACHING EXPERIENCE

HEAD COACH

TC North Basketball Academy Junior Varsity Fall Travelling Team
Dr. Charles Best Secondary School Junior/Senior Boys Basketball
Grade 4 & 5 Private Skill Sessions

10/2016 – PRESENT

04/2013 – PRESENT

SUMMER 2017

ASSISTANT COACH

TC North Basketball Academy 3 on 3 Spring Camps
Tri-City Youth Basketball Association Seasonal Camps
Canada Basketball – Centre for Performance Camp
Special Olympics BC - Coquitlam Basketball
Basketball BC U15 Fraser Valley North Regional Team

SPRING 2017, SPRING 2018

SUMMER 2016, WINTER 2016

FALL 2015, FALL 2016

WINTER 2015

SPRING 2015

Description: I have coached basketball for an average of 6 days a week while in season since 2013. I have travelled to the United States to coach in the North Cascades AAU Basketball League and other AAU tournaments. I have developed practice plans, game schedules and offseason training regimens for players of all ages. As the head coach, I have dealt with administrative duties and parental communications. Most importantly I strive to pass down my love for the game to my players and encourage them to develop a strong work ethic and mental toughness. I have experience pushing elite players to improve their skills, cultivating a love for the game with beginners, and teaching the game to those with unique physical and mental challenges.

MEDIA RECOGNITION

How the SFU Sports Analytics Club has become a big player within the sports analytics industry (2017, November). www.The-Peak.ca

Vancouver Sports Analytics Symposium and Hackathon (2016, June). www.The-Peak.ca

REPORTS & BLOGS

Chu, D. and Reyers, M. *The Peak Stat of the Week: Strokes Gained* (2018, March). www.The-Peak.ca

Reyers, M. and **Chu, D.** *The Peak Stat of the Week: SPARQ Scores* (2018, February). www.The-Peak.ca

Chu, D. and Reyers, M. *The Peak Stat of the Week: Corsi* (2018, January). www.The-Peak.ca

Lee, V., Bharmal A., Kinniburgh, B., ... **Chu, D.** ... *2017 Chief Medical Health Officer's Report on The Hidden Epidemic: The Opioid Overdoes Emergency in Fraser Health* (2018, January). Fraser Health Authority, Health Reports.