Wangrui Hou (Wendy)

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EDUCATION

M.S. in Data Science, *New York University* September 2019 – May 2021

- Concentration in Big Data Analytics and Visualization
- ***GPA: 3.75/4.00***
- Relevant Courses: Optimization Linear Algebra; Probability & Statistics; Machine Learning; Big Data Analytics; Computational Cognitive Modeling

B.S. in Media, Culture, and Communications, *New York University* September 2015 – May 2019

- Minors in Mathematic, Psychology
- ***Magna Cum Laude: 3.832/4.000***
- Relevant Courses: Algorithmic Culture; The Rise of Internet Media; Advertising and Society

SKILLS

Programming | Python (Pandas, NumPy, Scikit-learn, Matlab), SQL, Java, D3.js, SPSS, DMPs
Languages | Chinese (native), English (full professional proficiency)
Business | Data Analytics, Data Visualization, Verbal & Written Communication, User Research, Market Research, Client Relationship Management

WORK EXPERIENCE

Client Strategy Intern, *Lotame Solutions Inc.* September 2019 – December 2019
New York, NY

- Used Decision Tree algorithm and Logistic Regression algorithm for feature engineering on the topic of churn prediction and discovered the important relationship between "Client Touchpoint Score" and client churn
- Interpreted first-party and third-party data to access user behaviors/campaign performances and presented these business insights to clients through written reports and presentations
- Built and strategized data segments on Lotame's Data Management Platform (DMP)
- Communicated with clients on their requests to ensure client satisfaction, engagement, and product usage

Research Assistant, *NYU Stern School of Business* July 2019 – July 2019
New York, NY

- Cleaned data in a dataset containing around 40,000 entries of stores' various information
- Standardized store names based on big brands/local businesses to group stores accordingly
- Used regular expressions to single out store names that are not identifiable and flag them

Business Development Intern, *Tencent Inc.* July 2018 – August 2018
Shenzhen, China

- Created a user profiling system that categorizes users based on their behavioral data and frequently used products in our database to characterize and monitor current/potential users' interactions with our products
- Discovered and presented the correlation between users' occupations and their expectations for our products to precision marketing strategy team through Excel data visualization
- Researched and written market overview (market share, product patent, industry assessment analysis) on our 4 main products for team leaders

DATA SCIENCE PROJECTS

Food Happens in Vegas, *Data Mining Group Project.* November 2019 – December 2019
(https://github.com/hwendy12/yelpVegas)

- Cleaned, explored, and analyzed Yelp's dataset on Kaggle
- Utilized Decision Tree, Random Forest, and Logistic Regression classifiers to explore key features associated with Las Vegas restaurants' ratings and numbers of reviews on Yelp
- Concluded recommendations for restaurants on various ways to improve their Yelp profiles like completing their parking information since it leads to higher ratings and more reviews