

# Wangrui Hou (Wendy)

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## EDUCATION

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### **New York University, *Master of Science in Data Science***

September 2019 – May 2021

Concentration in Big Data Analytics and Visualization

**3.75/4.00**

**Relevant Courses:** Optimization Linear Algebra; Probability & Statistics; Machine Learning; Big Data Analytics; Computational Cognitive Modeling

### **New York University, *Honors Bachelor of Science in Media, Culture, and Communications***

September 2015 – May 2019

Minors in Mathematic, Psychology

**Magna Cum Laude: 3.832/4.000 (Top 15%)**

Dean's List 2015-2016, 2016-2017, 2017-2018

**Relevant Courses:** Algorithmic Culture; The Rise of Internet Media; Advertising and Society

## WORK EXPERIENCE

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### **Lotame Solutions Inc., *Client Strategy Intern***

New York, NY; September 2019 – December 2019

- Using Decision Tree and Logistic Regression for feature engineering on the topic of churn prediction and discovered the important relationship between “Client Touchpoint Score” and client churn
- Strategizing and building data segments using Lotame's Data Management Platform (DMP)
- Overseeing and participating in partnership development processes
- Addressing inbound client requests to ensure client satisfaction, client engagement, and product usage

### **NYU Stern School of Business, *Research Assistant***

New York, NY; July 2019 – July 2019

- 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

### **Tencent Inc., *Business Development Intern***

Shenzhen, China; July 2018 – August 2018

- Conducted over 100 interviews and distributed over 2000 surveys to the user base
- Created a user profiling system that categorizes users based on their behavioral data, installed products, and needs to characterize and monitor current/potential users
- Discovered and presented the correlation between users' sources and needs to precision marketing strategy team through 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

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### **Food Happens in Vegas, *Group Term Final Project***

November 2019 – December 2019

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

## SKILLS

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COMPUTER | Python, Java, DMPs, SQL, D3.js, SPSS, Photoshop

LANGUAGES | Chinese (native), English (full professional proficiency)

BUSINESS | Data Analytics, Data Visualization, Verbal & Written Communication, User Research, Market Research, Client Relationship Management