Linda (Wen Rui) Chen

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SKILLS & INTERESTS

- Data analysis, visualization and modelling with tools: Python, SQL, Excel (VBA), Jupyter Notebook, GitHub
- Communicating difficult ideas. Contributing writer of Toward Data Science: https://medium.com/@lindachen
- Customer oriented mindset; Agile and Waterfall Methodologies (Scrum, Kanban)
- Native proficiency in English, Mandarin and Cantonese

PROJECTS: *https://www.kaggle.com/taliac / https://github.com/wchen928/Profile*

Customer Churn Analysis: *https://www.kaggle.com/taliac*   May 15th 2020
- Utilized different machine learning models to predict customer churn. Used data analysis and visualization to address business questions such as what kinds of customers are most likely to leave us and why.

Coronavirus Analysis: *https://github.com/wchen928/Profile*   Feb 13th 2020 - Now
- Descriptive and statistical analysis to understand if growth rate of coronavirus (especially in China) has been decreasing (1st version). Investigated the impact of the different timing of policy intervention, and modelled the future growth with a simple line-fitting model (2nd version).

RELEVANT COURSES

Completed: Python3, SQL (Codecademy**)**; Intro to CompSci and Programming (MIT); Statistics for Data Science (UBC); Linear Algebra; Calculus I, II, III

In Progress: Codecademy - Data Science Career Path (90%), Computer Science Path (90%); Andrew Ng's Machine Learning (Stanford); Math for Computer Science (MIT), Probabilistic Systems Analysis and Applied Probability (MIT)

WORK EXPERIENCE

YouGreen Cooperative, São Paulo, Brazil   April 2019 – Oct. 2019
Business Analyst and Consultant (BA)
- Used data analysis skills to help the sales team achieving 90% of our annual sales target from 37% in 1 month. Created dashboard for sales team and led weekly sales meeting. Coordinated all departments to develop and initiate a 4-month company-wide business-process improvement plan. Designed a growth model for the company to scale up from currently $750K annual revenue to over $10M in 5 years.

Suzlon Energy. Ltd., Pune, India   May 2018 – August 2018
Business Analyst Intern (BA)
- Elicited the requirement for a well-rounded Suzlon-specific customer profile for 1900+ customers in India. Constructed a model to understand and to segment customer needs based on the newly designed customer profile and the model was data validated by 50 randomly selected customers. The model divided customers into 6 different types of needs and could predict the potential of changing customer needs.

Bluekey Education Ltd., London, ON, Canada   September 2016 – April 2017
Marketing coordinator and Sales Leader (Part-time)
- Executed customer segmentation, competitor analysis and performance analyzing to improve the marketing plans that led to 5% to 80% increase in customers' awareness of the company brand; Achieved the first-year sales target ($10k) by initiating new techniques to communicate, to motivate, and to set goals.

EDUCATION DEGREE

Ivey Business School, Western University, London, ON, Canada   Jan. 2018- Oct. 2019
Master of Science (MSc) in International Business with CEMS, GPA 3.9/4
King's College, Western University (UWO), London, ON, Canada   Sept. 2013- Dec. 2017
B.A. in Global Commerce and minor in Political Science, Dean's Honor list for 2 years