

# Linda (Wen Rui) Chen

[linndachen@gmail.com](mailto:linndachen@gmail.com) | +1 (778)-862-9982

5199 Brighouse Way, Richmond, B.C. Canada V7C0A7

## SKILLS & INTERESTS

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- Back-end web development using PostgreSQL, SQLAlchemy ORM, and Python3 Flask framework.
- Data analysis, visualization and modelling using Python3 (Pandas, Matplotlib, Scikit-Learn) and SQL
- Communicating difficult ideas. Contributing writer of Toward Data Science: [https://medium.com/@lindachen\\_](https://medium.com/@lindachen_)
- Product and customer minded; Agile and Waterfall Methodologies (Scrum, Kanban)
- Native proficiency in English, Mandarin and Cantonese

## PROJECTS: <https://www.kaggle.com/taliac> / <https://github.com/wchen928/Profile>

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- Fyyur: Artist Booking Site June 29<sup>th</sup> 2020-Present
- To build a full-stack web application that people can book and discover local shows. Used Python3 such as the Flask and Jinja, HTML, CSS, and JavaScript. Used PostgreSQL as the database choice and SQLAlchemy ORM.
- Customer Churn Analysis: <https://www.kaggle.com/taliac> May 15<sup>th</sup> 2020
- Utilized different machine learning models such as Random Forest and XGboost to predict customer churn. Used data analysis and visualization skills to address business questions such as what kinds of customers are most likely to leave us and why.

## RELEVANT COURSES

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- Udacity Full-stack Developer Nanodegree Jun. 2020 – Present
- Udacity Data Science Nanodegree Jun. 2020 – Present
- Online Courses: Codecademy - Python 3, SQL, Computer Science Path & Data Science Career Path; MIT - Intro to CompSci and Programming (6.0001 & 2); University of British Columbia - Mike Marin's Statistics for Data Science; A/B Testing (Udacity); Linear Algebra; Calculus I, II, III;

## WORK EXPERIENCE

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- 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

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- 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