

# Linda (Wen Rui) Chen

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GitHub: <https://github.com/wchen928>

## SKILL HIGHLIGHTS

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- Analyze large data-sets and visualization by using Python, SQL, Excel (advanced)
- Other familiar tools: HTML, CSS, Jupyter Notebook, GitHub
- Perform data analysis to address business problems; User and Client oriented mindset; Cross-departmental, multicultural and C-level communication; Agile and Waterfall Methodologies (Scrum, Kanban)
- Native proficiency in English, Mandarin and Cantonese; A2 level in Spanish and Portuguese

## EDUCATION

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### Open Online Courses:

- *Completed Courses:* Codecademy - Learn Python 3, Learn SQL; Coursera - PWC Problem solving with Excel, PWC Data Visualization with Advance Excel; University of British Columbia- Mike Marin's Statistics for Data Science
- *In Progress Courses:* Codecademy - Data Science Career Path (75%); Codecademy – Computer Science Path(40%); Coursera – Stanford: Algorithm; Coursera – MIT: Andrew Ng's Machine Learning

**Ivey Business School, Western University,** London, ON, Canada

Jan. 2018- Oct. 2019

*Master of Science in Management (MSc), International Business with CEMS, GPA 3.9/4*

- *Exchanges:* Tsinghua University, China for fall 2018; EAESP – FGV, Brazil for winter 2019.

**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*

## PROJECTS

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Coronavirus Analysis <https://github.com/wchen928/COVID-19>

Feb 13<sup>th</sup> 2020

- A personal-interest project. To understand the question: is the virus growing at an exponential rate? Stage 1: descriptive analysis and visualization by using Python 3, dividing the outbreak into 3 regions. Stage 2: statistical analysis to see if growth rate of coronavirus (especially in China) was decreasing and at what speed.
- Working in progress to use hypothesis test to see how infected cases relates to some variables like the weather temperature. Also trying to build different prediction models.

## WORK EXPERIENCE

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YouGreen Cooperative, São Paulo, Brazil

April 2019 – Oct. 2019

**Analyst (BA)**

- Modelled 4 business processes. Developed and initiated a 4-month 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. In addition, an ad-hoc project to prioritize our 150 open deals, which enabled the sales team outperformed the sales target by 75% in October, the highest record of the year.

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.