

Linda (Wen Rui) Chen

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SKILL HIGHLIGHTS

- Python: Pandas, Numpy, Matplotlib, Scikit-Learn, Scipy
- Others: SQL, Excel (advanced), 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

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 (80%); Codecademy – Computer Science Path(40%); Coursera – MIT: Andrew Ng's Machine Learning; Coursera – Stanford: Algorithm

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

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

Feb 13th 2020

- A personal-interest project. 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) has been decreasing. Stage 3 - Working in progress: using different models in machine learning to predict the growth rate, taking into account of the variables that will impact the future growth rate.

Titanic Dataset: <https://www.kaggle.com/taliac>

March 15th 2020

- First machine learning project. First attempted achieved a 78% model accuracy. Still continuing to try to improve the model using different method, aiming at least 80% accuracy.

WORK EXPERIENCE

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.