Weihao Chen

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EDUCATION

Johns Hopkins Carey Business School   Washington,DC
Master of Science in Business Analytics & Risk management   Expected Aug 2023
- Major Coursework: Business analytics, data science and machine learning, marketing analysis (retail data analyst)

New York University   New York, NY
Bachelor of Arts in Economics, Minor in Psychology   May 2022
- GPA: 3.72/ 4.00 (Major GPA: 3.70 / 4.00) | Award Dean's List: Fall 2018 and Spring 2019

WORK EXPERIENCE

Canoe Map   Boston, US
Chief Data Officer - Cofounder   Jun 2020 - Sep 2022
- Led internal testing of python (API, pipeline), code reviews, and debugging sessions
- Executed and monitored digital marketing campaigns and A/B testing via Facebook Ads. Identify main customer groups are truck drivers. Both conversion rate and ctr improved by 6%-7% after campaign
- Led a team of two data engineer interns to plan, execute usability and prototype testing
- Created market research surveys; performed exploratory data analysis and visualizations using Tableau
- Performed other miscellaneous tasks including recruiting, fundraising, participating in startup incubators and competitions, etc

Huatai United Securities Co., Ltd   Nanjing, China
Analyst Intern   Jun 2021 - Sep 2021
- Guided client to reorganize product database by EDA, help to construct cloud database using historical information, resulting in a 25% increase in productivity and a 90% reduction in manual errors
- Researched into biomedical industry from sales, price and R&D investment to evaluate client competitiveness, gave reasonable CAGR for sales volume and price to estimate future profiting ability
- Built financial model to forecast 5 yrs financial performance and return, used Python to conduct sensitivity analysis

China Merchants Bank   Nanjing, China
Data Analyst Intern, Operation Department   Jul 2020 - Jul 2020
- Managed APP-reconstruction project, assisted in optimizing the CTR of main entrances, devised AB test for different style of entrances, wrote AB analysis and supported one version online, improved average CTR for 6.7%
- Cooperated with user research team to understand demand of users, designed questionnaire and conduct descriptive analysis of 2000+ answers, gained of pain point of complicated entrance and log in process, wrote a user research report
- Designed user funnel dashboard and responsible for weekly data monitoring report, conducted deep analysis into abnormal metrics change, including extract data by SQL, EDA and communicate with stakeholder to find cause

LEADERSHIP & INVOLVEMENT

China Innovative Technology and Economy Conference   New York, US
Event Coordinator, Organization Department   Sept 2019 - May 2022
- Held Nine large-scale off-line activities, including the Speech Over "Fried Sneakers", Culture Innovation Debates, Economic Debate etc
- Draw up and make contracts with sponsors and keep accounts for activities. Secured sponsorship from more than five renowned bubble tea stores and restaurants in New York

ADDITIONAL QUALIFICATIONS

- Software: Tableau, Excel | Statistics: A/B Testing
- Languages: Python (Pandas, Numpy, Sklearn, Matplotlib, Seaborn, Tensorflow), R,SQL (ETL Pipeline, Window function)