

PAUL CHEN

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PROFILE AND SKILLS

Data enthusiast with proven leadership qualities, analytical mindset, strong communication, and actionable insights

- **Technical Skills:** SQL, Excel VBA, Tableau, R, Python, Business Analytics, Integer Programming, Data Visualization, Project Management, Machine Learning, Data Mining, HTML, Deep Learning, NLP
- **Power Skills:** Leadership, Active listener, Change Management, Agile, Self-Learner, Empathy, Presentation
- **Language:** Mandarin Chinese (Native), English (Professional), Taiwanese (Native), German (Beginner)

CERTIFICATIONS AND AWARDS

- Data Camp Data Analyst with SQL Server Track
- Data Camp Data Analyst with Python Track
- Data Camp Data Scientist with R Track
- Codecademy Deep Learning Tensor Flow Path
- Google Data Analytics Certificate
- Google Digital Marketing Certificate
- 3rd place in 2021 KGSA Case Competition
- 3rd place in STAMINA Analytics Case Competition

PROJECTS

Credit Card Prediction Project West Lafayette, IN
Analyst Nov 2021 – Dec 2021

- Created and tuned a model that combined ensemble, neural network, adaptive lasso and random forest through **SAS EM** to predict the likeliness of credit default and won the 10th place of the Kaggle in-class competition

Improving the Craigslist User Experience - video gaming classification West Lafayette, IN
Analyst Nov 2021 – Dec 2021

- Scrapped, tokenized, and lemmatized the Craigslist video game data, then built 6 models with 88.45% accuracy to increase information gain by 34% which improved the retention rate and customer experience

Heart Disease Classification Project West Lafayette, IN
Team Leader Aug 2021 – Aug 2021

- Constructed a random forest model and created a website via **R Shiny** that presents the Exploratory Data Analysis, allows users to input 14 body factors and predict the potential heart failure level

Coursera Project West Lafayette, IN
Team Leader Jul 2021 – Jul 2021

- Cleaned, integrated, manipulated, and visualized Coursera datasets to find critical elements and offer business recommendations to enhance course enrolment using statistics models like **ANOVA**, **OLS**, and **regression**

Special Topic Group Study Tainan, Taiwan
Team Leader Feb 2019 – Feb 2020

- Led a group to define the business problem, aggregate datasets, and construct 3 models with **Python** and utilized **Gurobi** to find optimized solutions for a complex real-life **assembly line** problem within one year

PROFESSIONAL EXPERIENCE

Purdue University Krannert School of Management West Lafayette, IN
Teacher Assistant Sep 2021 - Dec 2021

- Assisted professors with lesson planning, holding 2 office hours per week, and grading assignments in Management Information System and Python Programming courses

Shoetown Group Qingyuan, China
Intern Jul 2019 – Aug 2019

- Reduced workers' daily input time from 6 hours to 1 minute by using **Excel VBA**
- Built an **OEE** system to help the company capture their machine performance
- Trained 6 employees to maintain the OEE system

EDUCATION

Purdue University, Krannert School of Management West Lafayette, IN
Master of Science in Business Analytics and Information Management Jun 2021 – May 2022

National Cheng Kung University Tainan, Taiwan
Bachelor of Management Science, Industrial and Information Management Sep 2016 – Jun 2020