Jiayin Chen
chenjenny611@gmail.com (858) 220-3713

Education

University of California, San Diego   2025.12

MS of Business Analytics
Relevant Modules: SQL and ETL, Collecting and Analyze Large Data, Managerial Judgement and Decision-Making
Scholarship: Rady Incoming Scholarship MSBA

London School of Economics and Political Science   2022.06

BSc in Management   Obtained Grade: 2:1 (3.80/4.0)
        Relevant Modules: Operation Research Methods, Strategy, Operation Management, Quantitative Methods (Maths & Statistics), Econometrics: Theory and Application

Project

UCSD MGTA455 QuickBook Upgrade Prediction
The client needed a predictive model to identify potential QuickBook software upgrades, improving targeted marketing efficiency and   profitability.
- Built and refined a logistic regression model to predict QuickBook software upgrades, improving variable selection and eliminating statistically insignificant features (AUC: 0.71)
- Developed a neural network model, optimizing feature engineering with granular ZIP5 encoding, increasing predictive accuracy (AUC: 0.756) and improving customer segmentation.
- Presented findings and model impact to stakeholders, demonstrating how the targeted mailing list generated by the final model enhanced marketing efficiency and maximized expected profit.

LSE MA231 Operation Research Methods Project – Angel Trust: Improvement Plan
Angel Trust faced inefficiencies in ambulance dispatching, cold chain supply deliveries, and MRI appointment scheduling, leading to delays and underutilized resources.
- Executed Python for data analysis and applied integer programming to optimize resource allocation. Used Microsoft Excel with LP Solve and At Risk to conduct Monte Carlo simulations and forecast operational improvements
- Increased ambulance utilization by 27%, optimized cold chain deliveries by 11%, and reduced MRI appointment wait times by 12%, improving overall service efficiency.

L'Oréal Brandstorm – Received the Best 100 Teams Globally
Team Leader
Led a team in designing a one-piece makeup palette tailored for color-blind customers, incorporating sensory associations for improved usability.
- Conducted market research via a custom-built HTML website, collecting and analyzing feedback from over 300+ color-blind participants using Python and Excel.
- Leveraged **Python** and **Microsoft Excel** to analyze results about color blindness' preferences, associated their initial perception and recognition of colors with specific objects such as sense of taste.
- Developed a 3D prototype in 3D Studio Max and delivered a presentation to an audience of 1,000+, effectively showcasing the product's unique value proposition.

Work Experience

Alliotts, London UK   2022.09-2024.01
Audit trainee
- Assisted in consulting engagements by analyzing financial data and identifying risk exposure using Risk Control Matrix (RCM) and COSO Framework.
- Conducted audits for businesses including trusts, charities, film productions, and international companies, ensuring compliance with regulatory standards.
- Provided recommendations on internal control improvements, influencing decision-making on risk mitigation strategies, financial reporting adjustments, and compliance measures for clients across industries.

OneLife Education, London UK   2020.06-2022.06
Operation Assistant-internship
- Managed administrative operations for online classes and lectures, ensuring smooth scheduling and communication.
- Developed and executed targeted promotional campaigns, leading to increased client engagement and higher enrollment in counseling programs.
- Acted as a liaison between parents and instructors, providing data-backed feedback on student progress and engagement.

JM Finn, London UK   2019.06-2019.07
Student Placement in Investment Management-internship
- Conducted a simulated wealth management case study, achieving the **highest-ranking investment portfolio** among eight competing groups.
- Researched and presented investment analyses on two London-based chocolate brands, providing valuation insights to portfolio managers.
- Participated in client meetings on future planning and conducted financial risk assessments and identified potential investment risks, liquidity concerns, and tax implications for clients.

Extra-curriculum and Achievements

- LSE Drama Society, Leader of *Marketing Committee*   2019.09-2020.07
- Action Tutoring, *Volunteer Maths Teacher for Year 6 students*   2019.10-2020.01
- DofE Gold Award   2018-2019

Skills

- Computer skills: HTML, Python, Stata, Vlookup table
- Data analysis skills: Econometric theorem and STATA data manipulation and regression running, Shortest Paths, Critical Path Analysis, Markov Chains, Stable Matchings, Queueing Theory, Simulation, Dynamic Programming
- Quantitative Skills: Probabilities and distributions, Calculus
- Business-related skills: Game Theory, Inventory Management, Decision Theory

Others

- Interests: Taekwondo - Black Belt, Baking-Instagram: jellyyy bakery
- Charity events: London2 Brighton Cycling Challenge, Tough Mudder Challenge