Lebin Sun

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EDUCATION

Boston University 01/2020-01/2024

- Degree: Bachelor of Science in **Business Administration and Management**

UC San Diego 07/2024-

- Degree: Master of Science in **Business Analytics**

INTERNSHIPS

Data Analyst Intern | Institute of Computing Technology, Chinese Academy of Sciences 07/2023-08/2023

- Mastered the mathematical principles and formula derivation of Maximal Information Correlation (MIC)
- Applied the MIC principle to analyze the WHO dataset, calculated MIC and Pearson r values using the MINE toolkit, visualized the results with sns.jointplot, and demonstrated the superior fairness of MIC over MI estimate
- Learned Python visualization with matplotlib, created linear relationship plots, and practiced generating various types of 3D charts
- Visualized a position map for a business model, incorporating real-time animations and scatter plots

Business Analyst, Online Internship | Accenture (China) Co., Ltd. 07/2022-10/2022

- Conducted modeling analysis of supply chain and warehouse data, performed data cleaning to address missing values, used Python to calculate the correlation between variables, and visualized the correlation matrix by Seaborn Heatmap
- Proposed advice related to warehouse decisions, such as product storage location strategies and packaging suggestions
- Performed a marketing research in the coffee beverage industry and designed and wrote a brand digital marketing plan

ACADEMIC PROJECTS

IBM Employee Attrition, supervised by Prof. Gerry Tsoukalas 01/2023-05/2023

- Conducted data cleaning, correlation analysis, and PCA analysis, retaining the most important variables in the dataset
- Selected variables with higher correlation coefficients for data visualization and derived preliminary conclusions regarding the impact of age, working environment, years of tenure, business travel, and monthly salary on the attrition rate of IBM employees
- Collaborated to analyze the dataset with methods of Base Line(linear regression), KNN, Naïve Bayes, Logistic Regression, Decision Tree, Random Forest, Neural Network
- Identified the highest accuracy, 86%, by the Logistic Regression model, and improved it to 87% by adjusting the probability threshold to 0.4
- Summarized the variables that impacted IBM employee attrition most significantly, including work overtime, total working years, job involvement, distance from home, and frequent business travel

Advertising Service Industry Analysis, supervised by Prof. Lynn Li 01/2023-05/2023

- Used Tableau to merge dataset, visualize data, and build models
- Conducted data visualization using Tableau to reveal changes in asset composition, cash to asset rate as a whole industry, comparison of cash to asset rate between large and small companies, and over-year fluctuations in ROA in the advertising service industry
- Researched the largest five and smallest five companies in the advertising service industry, calculated the KLD Index, and compiled statistics on ESG report page numbers, concluding that ESG reporting has not yet become a widespread standard in the industry

UpBeet Business Plan, supervised by Prof. John Fox, Barry J Kadets, and Salma Tazi-Naim, and Lorri Veidenheimer 09/2022-12/2022

- Managed project logistics, including booking daily team meeting spaces and distributing weekly tasks with deadlines
- Collaborated to finalize a 73-page business plan of a fast-casual restaurant, UpBeet and conducted marketing research on the foodservice industry to inform the business plan's development
- Developed a financial statement, a marketing plan with IMC plan, estimation of customer purchase intent, and location analysis, and a operation plan that includes factor analysis for store location, capacity calculations, staffing, wages and cost of good sold, and start up costs analysis
- Result: ranking 1st in class for UpBeet business plan and being nominated for review from approximately 80 Core plans in the 2023 TJX Company Core Challenge

Impact of College Education, supervised by Prof. Ken Parker 01/2021-05/2021

- Utilized Microsoft Excel for data analysis, including creating histograms that revealed right-skewed income distributions for both college graduates and non-college graduates, with college graduates earning higher incomes
- Created employment rate charts and highlighted significantly higher employment rates among college graduates compared to non-college graduates
- Developed three regression models, including the limited model, background model, and full model, to investigate the relationship between college education, IQ, and personal income

SKILLS

- Languages: Mandarin Chinese (Native), English (Proficient)
- Computer Skills: Python, SQL, NoSQL, Tableau, Microsoft Access, Excel, Powerpoint, Word