

Shanchuan (Frank) Li

404.232.9370

www.linkedin.com/in/shanchuan-li | <https://shanchuan-li.github.io>

frank.li@emory.edu

EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL

Atlanta, GA

Master of Science in Business Analytics (MSBA) – STEM credentialed program

May 2018

- GPA 3.85 (*Dean's List*) | GMAT 740 (97th percentile) | Admissions Ambassador

SHANDONG UNIVERSITY OF FINANCE AND ECONOMICS

Shandong, China

B.S. in Financial Engineering; GPA 3.81

Jun 2017

COURSERA: Finished 20 Data Science courses including Statistics, Python, R, Machine Learning and Deep Learning

DATA SCIENCE COMPETENCIES

Analytics Tools: AWS, Apache Hadoop, Apache Spark, Tableau, TensorFlow, RapidMiner, Alteryx, Excel, Eviews

Techniques: Linear/Logistic Regression, Decision Tree, Random Forest, Support Vector Machine, Deep Learning, Meta-Modeling, Recommender Systems, TF-IDF, Word2Vec, Clustering, LDA, PCA, SVD

Languages: Python, R, SQL, C++, Sqoop, Pig, Hive, HTML

EXPERIENCE

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL

Atlanta, GA

Graduate Research Assistant

Feb – May 2018

- Developed a program to automatically download more than one million images from an online platform
- Used Clustering techniques to label the images, filtering out non-representative images for each venue
- Utilized Deep Learning techniques and Convolutional Neural Networks to develop a recommender system based on Computer Vision, recommending different venue types for each search attempt

MSBA PROGRAM CAPSTONE PROJECT

Atlanta, GA

Client: One of the world's largest wholesale auto auctions

Data Scientist, Student Consultant

Jan – May 2018

- Used AWS and Apache Spark to perform Natural Language Processing for large datasets and built machine learning models to detect factors correlated with arbitration transactions
- Performed process analysis and structured business recommendations to reduce arbitration costs
- Developed customer evaluation metrics and improved the original tier system to assist arbitration evaluation

DEEP LEARNING PROJECT

Atlanta, GA

Project Leader

Spring 2017

- Collected hand signals images online, lowered the image resolution, flattened images, used One-Hot Encoding for the target variable, and fed data into TensorFlow framework
- Trained the Deep Neural Network using Adam Optimizer, capable of recognizing a hand signal with 91% accuracy

2017 ATLANTA HEALTH DATA CHALLENGE

Atlanta, GA

Data Scientist, Third Place Winner

Winter 2017

- Cleansed data and built Random Forest models to predict the immunization rates with 87% accuracy
- Designed interactive data visualization using Tableau, showing the analysis process
- Structured a viable solution to improve the area immunization rate and presented in a manner that was easily digestible

DELOITTE CHINA

Chongqing, China

Financial Advisory Service, Corporate Finance, Summer Intern

Summer 2016

- Compiled financial data and teleconferenced the information to a bidder of McDonald's franchise rights in China, a \$2 billion acquisition
- Performed in-depth research on lithium industry to determine the valuation strategy, optimizing the client's valuation
- Client acquisition: gathered information and wrote a service proposal, secured a monthly \$50,000 revenue stream

ADDITIONAL INFORMATION

- Interests: Avid reader of *The Economist*; amateur piano player; amateur swimmer; Game of Thrones fan
- Volunteer: Registered public volunteer in Qingdao, China, volunteered in the local orphanage weekly and developed leadership by organizing activities both online and onsite, recruited five long-term volunteers for the organization