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, Keras, RapidMiner, Alteryx, Excel
Techniques:	Linear/Logistic Regression, Decision Tree, Random Forest, Support Vector Machine, Deep Learning, Meta-Modeling, Computer Vision, Recommender Systems, Word2Vec, Clustering, LDA, PCA, SVD
Languages:	Python, R, SQL, C++, Sqoop, Pig, Hive, HTML, JSON

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 Transfer Learning to classify 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 arbitrations and predict 71% of potential arbitrations
- Designed data visualization dashboard and customer evaluation metrics to help management with daily decision-making
- Performed process analysis and structured business recommendations to reduce arbitration costs

DEEP LEARNING PROJECT   Atlanta, GA

Project Leader   *Spring 2017*
- Collected hand signals images online, lowered the image resolution, flattened images, and built 50 layers of Residual Networks using Keras while implementing Padding and Pooling techniques
- Trained the model within TensorFlow framework, 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 an annual $600,000 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