WENYU CHEN

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EDUCATION

Columbia University New York, NY
Master of Science in Applied Analytics, GPA: 4.0 Sept 2022 - Present
- Relevant courses: Research Design, Applied Analytics Frameworks and Methods *(R)*, Storytelling with Data *(Visualization with R and Tableau)*, Managing Data *(Python, PostgreSQL, MongoDB, Apache Spark)*

Xiamen University Xiamen, China
Bachelor of Economics in Finance, GPA: 3.75 Sept 2018 - June 2022
- Relevant courses: Probability Theory, Mathematical Statistics, Finance Engineering, Mathematical Economics
- Honors: Outstanding Graduate, University-Level Scholarship

SKILLS

- **Technical Skills:** Proficient with SQL, Python, R, Tableau, Hive, Presto, MS Office Suite
- **Analytical Skills:** Hypothesis Testing, Forecasting, Time Series Model, Experiment Design, Regression

WORK EXPERIENCE

Shanghai Shizhuang Information Technology Co., Ltd (POIZON App) Shanghai, China
Footwear Brands Operations Intern, Footwear Brands Operation Division July 2021 - Sept 2021
- **Data Analysis**: Analyzed the data of Jordan, New Balance, etc., specifically the sales and traffic data such as GMV, UV, conversion rate, including comparisons of different subcategories, user groups (such as male/female, new/old customers), high-end and low-end products, etc., to provide support for decisions such as whether to seek more exposure for brands
- **Daily Operations**: Tracked the trends of brands to determine operational strategies for brands' selling points, tone, etc.; based on these strategies, identified the design elements of ads pages such as the banner, selected featured products, and set up promotion pages
- **Event Follow-up**: Participated in a new product release event of New Balance, with work including pre-event stimulation of suppliers for exclusive release in our App, allocation of traffic within and out of App like reaching to some TikTok KOLs, as well as post-event data reviews; finally reached 100% sell-through and 52.6% day-to-day growth of the brand GMV

Accenture Remote
Consulting Analyst Intern May 2021 - June 2021
- Background: The project aimed to design an asset integrity management information system for CNOOC. It was in the early stages, focusing on understanding the current situation of subsidiary information management, so as to support for the following system design.
- **Industry Analysis**: Assisted in the current state analysis of CNOOC's finance, business processes, and human resource management through public information and internal data; researched the applications of emerging technologies such as AI in the oil industry, to explore the possibility of managing production more effectively utilizing IT systems, and deploying work in advance of shutdowns
- **Client Interview**: Assisted in designing questions and reviews of interviews with department managers, summarizing the situation of human resources allocation, which allowed us to further understand the pain points and needs of internal human resource management
- **Project Coordination**: Responsible for drawing slides to introduce the project background, necessity, steps of work, and cooperation requirements to the UK subsidiaries, to motivate them to cooperate in interviews

PROJECT EXPERIENCE

Which is More Effective: Narrative or Non-narrative Ads Nov 2022 - Dec 2022
- **Experiment Design**: Designed a hypothetical experiment for the Grammarly to compare the effectiveness of its narrative and non-narrative ads, especially for individual and business users, including the operational procedures of survey and statistical analysis of collected data
- **Hypothesis Development and Testing**: Developed 3 hypotheses about click-through rates and purchase willingness of users who watched different kinds of advertising; conducted simulations using R to generate hypothesized data sets, test hypotheses, and analyze the effect size

The Perfect Tune – Predict the rating of songs based on their auditory features Nov 2022 - Dec 2022
https://www.kaggle.com/competitions/lalasongs22/overview
- **Data Preprocessing**: Completed data tidying and basic descriptive and visual summary of the training set containing 19485 observations and 18 variables using R; created new predictors utilizing the existing information, such as collaboration of performers; performed PCA for dimensionality reduction
- **Modeling**: Tuned a random forest model with the ranger package based on the RMSE to predict the popularity rating of songs

Analysis of Buffett's Value Investment Strategy in China's Stock Market Nov 2020– Dec 2020
- **Literature Review**: Conducted literature review to determine the adjusted turnover rate and heterogeneous volatility as the proxy of stock safety index
- **Data Processing and Modeling**: Used Python to obtain the heterogenous volatility, i.e., the standard deviation of the residual term of excess return after regression under the Fama-French three-factor model; collaborated with teammates to construct the B-score stock selection models and test the significance of returns using Excel and Stata; then verified the feasibility of value investment strategies in China's stock market and proved the significance of the relationship between the B-score and stock