

# XINRAN XU

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## EDUCATION

**SIMON BUSINESS SCHOOL, University of Rochester** – Rochester, NY

December 2020

**Master of Science in Business Analytics (A STEM-Certified Program)**

(Available for full time job in May)

**Supply Chain Trek**

**Clubs:** Simon Data Analytics Club, Simon Pricing Club

**FISHER BUSINESS SCHOOL, The Ohio State University** – Columbus, OH

May 2018

**Bachelor of Science in Business Administration – Supply Chain Management**

Awarded Dean's List – Three semesters

**Clubs:** VTravel – Human Resource Manager; ISS – Member

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## ANALYTICS PROJECTS

**PREDICTIVE MODEL – ASSESS CREDIT RISK USING PYTHON & INTERFACE**

Oct 2019 – Dec 2019

- Analyzed over 10,000 credit card performance records and used standard scaler function in Python to cleanse data.
- Built and compared models between KNN, Random Forest, Support Vector Machine and Logistics Regression which resulted in 72.02% accuracy in logistics regression model.
- Developed a running prototype of a graphic interactive interface for all predictive models to sales representatives in the credit card company to make decision on accepting or rejecting applications.

**TEXT CLASSIFICATION OF AIRLINES' COMMENTS ON TWITTER USING R**

Oct 2019 – Dec 2019

- Applied Bing Liu's Opinion Lexicon to count appearance of positive and negative words through training dataset over 4,500 tweets and created a word cloud in R.
  - Classified tweets using Naïve Bayes method and represented all the tweets as corpus to get 2,110 positive predicted tweets.
  - Counted positive and negative words of each tweet using R and classified into complaint and noncompliant tweets.
  - Summarized 157 non-negative tweets and achieved the precision of 80.89% under machine learning models.
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## PROFESSIONAL EXPERIENCE

**SEA-AIR LOGISTICS, LIMITED** – Foshan, Guangdong, China

June 2018 – Sept 2018

**IT Information Department, Intern**

Created in-house price and demand forecast tool to improve accuracy and reduce costs.

- Redesigned import and export processes; ran queries in SQL and Microsoft Access by importing various datasets to analyze the procurement performance and ensure maintenance of customs compliance, resulted in a 30% reduction in duty costs.
  - Analyzed inbound domestic and international transportation trends, resulting in reduction of inventory holding costs by \$3,000.
  - Assisted the senior team to design and implement cloud solution for demand forecast models to ensure response time, warehouse order arrivals and departures met customer expectations.
  - Conducted qualitative data analysis based on 150 monthly surveys related to market demand for products, product awareness in Guangzhou district, which improved transport efficiency by 10%.
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**SINOPHARM GROUP CO., LTD.** – Wuhan, Hubei, China

May 2017 – June 2017

**Logistics Center, Intern**

Collaborated with operations team to optimize transportation flow and save costs.

- Assisted in optimizing standard operating procedures of a logistics center and supported supply systems implementation, saving \$145,000 through inventory balancing.
  - Played a key role in developing analytical models that decreased transportation costs by 5% in transport areas within specific carrier constraints.
  - Participated in collecting and analyzing warehouse business, product quality information, and unified various statistical reports, aiming to provide accurate information for senior managers to help them in decision making.
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## SKILLS & INTERESTS

- Technology Skills:** R, Python, Tableau, SQL Server; MS Office Suite (Excel, Word, Access).
- Analytical Modeling:** SVM, Clustering, Tree-based methods, PageRank, Conjoint Analysis, Market Simulation
- Volunteer Work:** Conservancy for Cuyahoga Valley Nation Park (2016), Culture Exchange Visiting Tour (2017).
- Languages:** Mandarin (native speaker); English (business proficient)