Zicheng (Stone) Shi

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EDUCATION

University of Notre Dame Notre Dame, IN
Master of Science in Business Analytics (STEM) Aug 2019 – May 2020
GPA: 3.8/4.0 | Cum Laude | Merit-based $15,000 Fellowship Recipient
Relevant Courses: Machine Learning, Python & R for Data Analytics, Data Management (SQL), Data Visualization (Tableau)

Soochow University Suzhou, China
Bachelor of Management in Logistics Management Sep 2015 – Jun 2019
GPA: 3.7/4.0 | Two-year Academic Scholarship (Top 20%); $15,000 Study Abroad Scholarship Recipient

University of Wisconsin-Madison Madison, WI
GPA: 3.7/4.0 | Exchange Program (concentration: Operations and Technology Management) Sep 2017 – May 2018

WORK EXPERIENCE

Teachers Credit Union Notre Dame, IN
Analytics Student Consultant Jan 2020 – May 2020
- Uncovered patterns of converted loan users by cleaning and conducting exploratory analysis on 180K+ loan user records
- Categorized and understood different loan user profiles by implementing K-Means clustering; designed marketing plans to improve cold calling campaigns based on different business goals (e.g. high-quality customer, volume of conversion)
- Identified high-potential unconverted loan users by building a Decision Tree classifier in R with an AUC of 0.69; created interactive Tableau dashboards to track staff efficiency and project progress (e.g. conversion rate, estimated revenue)
- Served as the main liaison with the client to manage project workflow and communications

Logitech Shanghai, China
Supply Chain Analyst Intern Dec 2018 – Jun 2019
- Automated data preparation and analysis for Sales Linearity and Backlog reports using Python (pandas and numpy), reducing human error and analysis time by 90%
- Established and maintained interactive Tableau dashboards on the topics of Aging Inventory, Sales Linearity and Forecast Accuracy to improve reporting efficiencies for internal users of Logitech Greater China and external sales partners
- Extracted over 1,000 SKU's weekly demand planning data across three regions of Greater China using SQL to inform leadership of significant planning fluctuation with effective data visualization in Tableau

Walmart Shenzhen, China
Inventory Control Analyst Intern Jul 2017 – Aug 2017
- Tidied and wrangled over a hundred million rows of data in SQL and R to calculate and monitor KPIs (in-stock, fill rate, forecasting accuracy and days-on-hand) to support daily operations and inventory exception management
- Optimized 13 overstocked chocolate's volume to reduce markdown by Excel Solver and achieved over $40,000 savings
- Conducted lead time (LT) analysis by computing the LT accuracy and order extension rate for over 3,000 vendors, worked with engineering team to improve LT accuracy and reduced extension rate by 10%

DATA SCIENCE PROJECTS

Regional Bank Customer Churn Prediction
- Predicted customer churn on 10,000 customers' demographic and credit report data by building Random Forest and XGBoost, achieving an AUC of 0.85; investigated and plotted feature importance to identify key drivers leading to customer churn
- Developed a web-app with R Shiny for the bank to monitor its future customer churn risk and thus increasing customer retention and engagement

WWE Earnings Call Transcript Analysis
- Performed tokenization, lemmatization, and feature engineering on over 2230 rows of unstructured earnings call transcripts
- Calculated the sentiment scores with various lexicons for earnings call transcripts and analyzed the impacts on web-scraped WWE's stock prices

E-Commerce Marketing Strategy Analytics
- Identified three customer segments with K-Means clustering and RFM (recency, frequency, monetary value) model in Python
- Predicted customer's next purchase day to refine promotional offer strategy by training a multinomial XGBoost model with a prediction accuracy of 65%

SKILLS & LEADERSHIP

- **Tools:** Python, R, SQL, Tableau, Power BI, Excel VBA, SAS, AWS, Spark, Google Analytics, IBM SPSS
- **Analytics Techniques:** Predictive Modeling, Text Analysis, Statistical Inference, Data Visualization, Experimental Design, Time Series Analysis, Web Scraping, Optimization
- **Leadership:** Lead of Student Ambassador Program at the University of Notre Dame (Sep 2019 – May 2020)