

Shanchuan (Frank) Li

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EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL

Atlanta, GA

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

May 2018

- GPA 3.8 (Dean's List & Beta Gamma Sigma Honor) | 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

MHP – A PORSCHE COMPANY

Atlanta, GA

Big Data & Business Analytics Consultant

Aug 2018 – Current

- Design a decision tool to help optimize the catering decisions for a major United States airline, implementing ARIMA models on the back end to predict Bill of Materials (BOM); The projected annual cost savings are \$36 million
- Develop a Churn Detection Model using metamodeling for a German luxury automobile company headquartered in Atlanta with model accuracy of 87% and led the implementation of the model in the CRM system
- Analyze dealer-customer relationship data and created visualization dashboards for the management team of a German luxury automobile company to make decisions regarding dealership management
- Lead the development of more than 30 Machine Learning and Artificial Intelligence use cases in Manufacturing, Logistics, and Marketing for potential clients

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
- 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

DELOITTE CONSULTING

Chongqing, China

Financial Advisory Service, Corporate Finance, Summer Intern

Summer 2016

- Conducted 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