HANYING(SILVIA) SHEN

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EDUCATION

WASHINGTON UNIVERSITY IN ST LOUIS, OLIN BUSINESS SCHOOL, St. Louis, MO   **December 2025**
Master of Science in Business Analytics – Fintech
- Degree qualifies for a STEM designation; eligible for 36 months of OPT (12 months OPT+ 24 months of extension)
- Relevant Courses: Financial Management, Machine Learning, Database and SQL, Introduction to Python, A/B Testing, Data Visualization, Financial Technology, Investment Theory

UNIVERSITY COLLEGE LONDON, LONDON, UK   **July 2023**
Bachelor of Science in Information Management for Business
- Relevant Courses: Management, Economics, Managerial Accounting, Java, Database Technology

PROFESSIONAL SKILLS

- Technical: MySQL, Python, Tableau, R, Java, JavaScript, HTML, MS Office
- Financial Analytics & Business Management: Skilled in developing data-driven insights for strategic decision-making, optimizing performance, and managing risks.
- Languages: English (fluent), Chinese Mandarin (fluent), Korean (basic)

EXPERIENCE

CHINA EVERBRIGHT BANK, Shanghai, China   **April 2023 - September 2023**
Data Analyst
- Analyzed customer data from MySQL databases, focusing on preferences, demographic groups (age, income, location), and purchase behaviors, to refine targeted marketing strategies.
- Implemented customized one-to-one promotions by identifying high-value customers and tailoring financial product recommendations, which significantly increased customer engagement and conversion rates.
- Developed Tableau dashboards to visualize sales performance, allowing the management to track real-time progress and adjust promotions dynamically. This approach led to a 20% increase in sales revenue.

UNION MOBILE FINANCIAL TECHNOLOGY (UMF), Shanghai, China   **March 2021 – March 2022**
UE Designer
- Led design and optimization efforts to improve user interaction on fintech platforms, incorporating user behavior analytics into the development process, which increased usability by 30%.
- Conducted A/B testing with AI-based analytics, optimizing user interface design and improving conversion rates by 25%.
- Analyzed user data and provided actionable insights that informed product interface improvements, contributing to increased transaction efficiency and customer satisfaction.

E FUND, Shanghai, China   **July 2019 – August 2019**
Mixed Asset Investment Department, Intern
- Conducted in-depth financial analysis of companies listed on the STAR Market, assessing balance sheets, cash flows, and competitive positioning to provide data-driven investment recommendations.
- Compiled market research reports on emerging industries, such as the e-cigarette market in China, helping shape the company's long-term investment strategy.
- Developed financial reports using SQL and visualization tools to assess the performance of key investment portfolios, contributing to more informed decision-making by senior management.

PROJECTS/COMPETITIONS

CIV-LAB CONSULTANCY PROJECT – *Data Analyst*   **September 2021 - October 2022**
- Analyzed urban mobility, Gov/Civ Tech, and IoT data from 8 cities across the US, Europe, and East Asia, using Tableau and Python to visualize findings and support business expansion.
- Collaborated with senior stakeholders to present research reports, directly influencing decisions related to the company's market expansion into London and Singapore.

FLIGHT DELAY PREDICTION PROJECT | Python, Random Forest, XGBoost, Neural Networks.   **October 2024 - December 2024**
- Analyzed flight and weather data to identify key delay factors, using data visualization and statistical analysis.
- Built and evaluated machine learning models (Random Forest, XGBoost, Neural Networks), achieving 76.4% accuracy with Random Forest.
- Developed feature importance analysis and Tableau dashboards, providing actionable insights for delay prediction and decision-making.

EXTRA-CURRICULUM ACTIVITIES

UCL CSSA – *Event Coordinator*   **October 2018 - October 2019**
- Organized over 10 events with minimal budgets, increasing revenue by 25% through strategic use of partnerships and targeted digital marketing campaigns.
- Led a cross-functional team to execute marketing campaigns, expanding participation and engagement among the student body.