Hongde Han (Aldrich)

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Education

University of California Irvine — Irvine, CA
Master of Science in Business Analytics — **Aug., 2026**
Course Work: Machine Learning, Natural Language Processing, Technology Consulting, Management Science(SQL)

Rutgers University — New Brunswick, NJ
Bachelor of Arts in Economics, Minor in Philosophy — **May,2025**
Course Work: Macro/Microeconomics, Econometrics, Big Data and Forecasting.

Work Experience

Cotality (formerly CoreLogic) — UCI MSBA Capstone — Irvine, CA
Data Science Consultant — Sales Engineering Performance Analytics — **Feb. 2026**

- Selected for a team-based UCI MSBA capstone consulting engagement with Cotality (formerly CoreLogic), partnering directly with company stakeholders to quantify how Sales Engineering activity drives deal outcomes.
- Engineered an automated Python pipeline that fused unstructured Gong.io call transcripts with structured Salesforce CRM data, cleaning and reconciling 70,000+ records across 16 disjoint relational tables with no shared keys — a data-integration barrier that had previously blocked any cross-source analysis.
- Applied NLP and sentiment analysis to convert raw, free-form sales conversations into quantitative engagement signals (talk-to-listen ratio, sentiment polarity, objection frequency), surfacing behavioral metrics the business had never been able to measure.
- Built a deal win-rate predictive model and isolated the 4 highest-impact behavioral drivers of deal success — including Sales Engineer engagement timing and interaction cadence — giving leadership a ranked, evidence-based view of what actually moves deals.
- Designed an interactive executive dashboard mapping SE impact across deal stages and delivered a formal recommendation report to Cotality stakeholders, enabling leadership to reallocate Sales Engineering coverage toward the highest-probability opportunities.

Huarui Cloud (Hybrid) — Nanjing, China
Operational Business Analysts — **Nov. 2025 - Present**

- Led North American site app building team for a cross-border B2B/B2C ecommerce platform, identifying 15+ bugs pre-launch and reducing post-launch issue tickets by ~30%.
- Built an AI-powered merchant onboarding portal with interactive video tutorials, streamlining the seller registration and training process to support platform expansion across North American markets.
- Built automated order tracking dashboard using Python and SQL, reducing cross-team status inquiry time.

Kaiyuan Securities — Shenzhen, China
Full-time Intern in Asset Management Department — **Sep. - Dec. 2022**

- Conducted equity research on Li Ning Co., analyzing 3-year financial performance (revenue, margins, valuation multiples) via Wind terminal and public filings, and benchmarking against Anta Sports and Nike China across key product segments.
- Delivered a formal research report to the Asset Management team with data-driven buy/hold/sell recommendations, highlighting footwear segment growth and competitive margin advantages.
- Analyzed content engagement metrics (views, read rate, shares) across 20+ WeChat articles, optimizing headline and publish-time strategies to increase average read rate by 17%.

Academic Projects

IKEA Consumer Seasonality & Retail Analytics — **Dec. 2025**

- Extracted and cleaned 5,200 US-specific observations from a 302K-record retail dataset; segmented customers into 3 tiers (New, Regular, Premium) to analyze seasonal purchasing behavior.
- Built multivariate regression models revealing that Premium members spend 35% more in Q4 vs. Q1, while new members show minimal seasonality — directly informing differentiated promotional strategies.
- Recommended segment-specific inventory stocking and promotional calendar, projected to reduce overstock costs by ~12% during off-peak months.

Employee Churn Prediction & Risk Modeling — **Dec. 2025**

- Built an end-to-end ML pipeline (Logistic Regression + Decision Tree) on 4,600+ employee records to predict turnover risk, achieving 0.79 recall on the minority class despite 34% class imbalance.
- Identified education level and payment tier as top 2 churn drivers via L1 regularization feature selection; recommended targeted retention initiatives projected to reduce annual attrition by ~8%.
- Designed an interactive Tableau dashboard visualizing churn probability by department and tenure, enabling HR stakeholders to prioritize retention efforts on the highest-risk employee segments.

Additional Skills

- **Programming:** Python (sklearn, Pandas, NumPy), R, SQL, SPSS, Matlab
- **Analytics & ML:** Regression, Classification, Clustering, PCA, NLP, A/B Testing, Experimental Design
- **Tools:** Tableau, Advanced Excel, Git, SAP, SharePoint