

SHAUN ZHENG

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EDUCATION

UNIVERSITY OF PENNSYLVANIA

Philadelphia

M.S. Urban Spatial Analytics – GPA: 3.94/4

2021 - Present

- Courses: Introduction to Smart City, Public Policy Analytics, Predictive Analytics, Spatial Statistics & Data Analytics

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Online

Certificate of Finance

2021 - Present

- Courses: Global Real Estate Economy, Introduction to Property Development, Quantitative Finance

TONGJI UNIVERSITY

Shanghai

B.S. Environmental Design – GPA: 3.86/4

2017 - 2021

- Courses: Urban Planning, Urbanization, District Analysis, Design Intervention and Analyses

PROJECTS

HOME PRICE PREDICTION FOR BOULDER COUNTY

- Collected and selected 35 features relevant to home price in three aspects: Internal and External Features, and Amenities
- Applied feature engineering, considered spatial effects and used HLM (Hierarchical linear model) for machine learning
- Obtained the model with a county-level price accuracy at around 81%, and a higher accuracy at downtown areas

GREEN TRACKS - A mixed property development proposal

- Conducted real estate market research of residence, commerce and office for Philadelphia and submarket areas
- Located the site place – Railway Park, inspected zoning, and put forward with development concept – green life living
- Drafted the pro-forma, including acquisition, construction, loan, and operation. Provided at least 7% return (at constant dollars) to investors

COST BENEFIT OPTIMIZATION FOR TAX CREDIT PROGRAM

- Analyzed existing consumer data and their historical decisions in taking the tax credit program
- Engineered predictive features, applied logit regression for machine learning, and tested prediction accuracy
- Constructed a cost benefit equation and defined a optimal threshold for the program to maximize its profits

WORK & EXTRA-CURRICULAR EXPERIENCE

JONES LANG LASALLE INC. - A world leader in real estate consulting services

Shanghai

Real Estate Consultant Intern

Feb. 2021 – Jul. 2021

- Wrote 5+ internal reports covering topics like Chinese REITs Policies, Cold Chain, and Medicine Logistics Policies
- Produced 10+ specific city reports and logistics property reports in Yangtze River Delta Mega-City Region for Top500 company clients from FMCG, Medicine, Food, Chemical, and Automotive Manufacturing industries

CREATER.CO - A leading developer in Shanghai real estate market

Shanghai

Strategy and Project Management Intern

Apr. 2019 – Dec. 2019

- Managed three urban renovation projects with investors, designers, citizens, and artists around the world
- Proposed development strategies for four urban renewal projects and analyzed their feasibilities in business and reality

UPENN WEITZMAN SCHOOL REAL ESTATE CLUB

Philadelphia

Professional Board Member

Oct. 2021 – Present

STUDENT UNION OF TONGJI UNIVERSITY

Shanghai

Vice Chair of Public Relationship Committee

Sept. 2017 – May. 2019

SKILLS

- **Financial Calculation:** Argus, Microsoft Excel
- **Data Analytics:** R, Python, JavaScript, SQL, HTML, Machine Learning, ArcGIS, Remoting Sensing
- **Design:** Photoshop, Illustrator, InDesign, Adobe Effects, SketchUp, AutoCAD
- **Interests:** Urban Research, Quantitative Research, Real Estate Development, Finance, Photography, Electric Guitar
- **Languages:** English, Cantonese, Mandarin