

Benhuang (Chris) Qi

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EDUCATION

Brandeis University International Business School **Waltham, MA**
Master of Science in Business Analytics (STEM-Designated) 09/2019 – 12/2020

Relevant Coursework: Entrepreneurship and prototyping, Big Data with SQL, Python for Business Analytics, Marketing Analytics with R, Machine Learning with python & R, Business Dynamics

Shanghai University of Engineering Science **Shanghai, China**
Bachelor of Engineering in Mechanic Engineering (Automobile) (Sino-US cooperation) 09/2015 - 06/2019

WORK EXPERIENCE

DTISE **Shanghai, China**
Product Manager Intern 06/2019 - 08/2019

- Designed the CEO Dashboard product from idealization to preproduction finals.
- Researched the product idea of finding the top 25 trail sales location as well as identifying loyal and high-value customer using AI prediction technology
- Sorted out resource websites for web scraping and designed user interface for a fashion trend search engine product
- Conducted Industry research and decided on parameters to put in for a new sales-forecast product

The Nielsen Corporation, Customer Insight Team, Auto Vertical MNC Division **Shanghai, China**
Data Analyst Intern 06/2018 - 06/2019

- Used LAC system to create 12 segmentations for more than 4000 luxury car owners in China, validated findings through focus group discussion
- Completed brand analyzing case on MI Ecology Chain System for GM Motor's Onstar department
- Helped Nielsen Social Intelligence Division evaluate 2018 KFC CP Burger Campaign: wrote queries to derive 100,000+ feedback data from Sina Weibo's database, and analyzed KFC burger social feedback statistics

Abbott Diabetes Care, Marketing Department **Shanghai, China**
Marketing Intern 06/2017 - 09/2017

- Mastered Baidu Statics to Trace performance by KOLs to optimize marketing investment decisions and gained knowledge of medical instrument marketing
- Compiled Industry Rival Report on company's biggest rival, Johnson & Johnson; utilized SWOT analysis models to devise growth strategies for company
- Produced and sang RAP song to promote new product on Wechat official account; achieved highest-ever page view

Lear Corporation, Engineering Department **Shanghai, China**
Engineering Intern 06/2016 - 09/2016

Project/Research

Brandeis University **Waltham, MA**

Tambu Interchangeable High-heels, Rapid Product Prototyping class

- Conducted market research and customer survey using Quadratics
- Developed go-to market strategy and pricing & revenue model
- Used 3D printing to create MVP and pitched to gain school fund for startups

SKILLS/ACTIVITIES

Technical Skills: Mysql, R, Python, Tableau, Vensim, Trifacta, Matlab, Auto-CAD, MS Office

Activities: **First prize**, 2016 National Speech Contest; **Captain**, SUES Choir (120+ choir members); **Quarterback**, SUES American Football Team

Languages: Chinese (Fluent), English (Fluent)