Mingyu Qu

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EDUCATION

09/2016 – Present │ **Shanghai University of Finance and Economics (SUFE),** Shanghai, China │ *Bachelor of Economics*
- Major: Finance (Experimental Class) │ GPA: **3.74/4.0** │ Dean's List (2017)

09/2018 – 12/2018 │ **Erasmus University Rotterdam,** Rotterdam, Netherlands │ *Exchange Program*
- Major: Economics │ Major GPA: **9.6/10**

WORK EXPERIENCE

12/2019 – 06/2020 │ **eBay**   **Shanghai, China**
Business Analyst Intern, iCBT Buyer Analytics Team, China Analytics Center
- Extract data for 5 team projects from the Teradata database by using SQL; migrate analytical pipelines to Hadoop
- Generate data reports such as Buyer Funnel Dashboard with R Shiny to achieve the weekly tracking of website traffic
- Forecast churn possibilities of active buyers by applying the Inactive Period Model in R
- Conduct statistical analyses of coupon redemption data to evaluate the efficiency of incentive campaigns

03/2019 – 06/2019 │ **Teradata**   **Shanghai, China**
Assistant Developer & Data Analyst Intern, Shanghai Rural Commercial Bank (SRCB) Team
- Extracted data from Enterprise Data Warehouse for 4 bank-level business requirements by utilizing ETL tools and SQL
- Delivered the Credit Card Customer Segmentation project; manipulated data with Python Pandas and NumPy package
- Created customer persona out of 100,000+ customer records by using Tableau; communicated key findings with the credit card department through cross-department meetings to facilitate customer service refinements
- Identified 15 customer groups using K-means Clustering, greatly increasing the hit rate of precision marketing by 17%

07/2018 – 08/2018 │ **China Construction Bank (CCB)**   **Jiangsu, China**
Risk Management Intern, Risk Management Department
- Gathered data and performed statistical analysis in Excel for consumer loan projects; implemented individual credit models such as Credit Scoring Model, sustaining risk below the bank's monthly target
- Fully analyzed 20+ risk regulation cases in regard to consumer loan; drafted 2 loan servicing reports and gave presentations to risk manager as the intern representative in department meetings

RESEARCH EXPERIENCE

10/2018 – 03/2019 │ **Empirical Finance Research Immersion**   **Shanghai, China**
Team member │ Adviser: Professor Wei Jiang from Columbia University
- Finished four assignment reports concerning U.S. merger and acquisitions (M&A) with team members; conducted long-term operating performance analyses as Principal Investigator in the last assignment
- Carried out statistical analyses of 350,000+ public firm observations and 10,000+ takeovers ranging from 1980 to 2017 covered by databases (SDC/ WRDS) in Stata; flexibly preprocessed data according to different assignment goals
- Explored the determinants of takeovers by conducting three types of regressions; examined the valuation impact of M&A on acquirers and targets by conducting short-term and long-term event studies

10/2018 – 12/2018 │ **Study on Consumer Preference of Speakers in the European Market**   **Rotterdam, Netherlands**
Team leader
- Determined the optimal products for two consumer groups by doing Discrete Choice Experiment (DCE) and building Consumer Choice Model in JMP software; cooperated with team members on a 14-page report
- Employed Bayesian Efficient Design in questionnaires to reduce respondent fatigue and improve information extraction efficiency; randomized the sequence of choice sets to cancel out order effects with Qualtrics survey tools
- Gave recommendations on new product attributes based on the output of likelihood ratio test and utility profilers in JMP

07/2018 – 08/2018 │ **Thousand-village Survey, SUFE (School-level)**   **Shanghai, China**
Team leader
- Organized field surveys in 4 developing villages in Jiangsu; led the team to conduct local ecological industry surveys and completed 500+ questionnaires through one-on-one interviews with local villagers and orchard owners
- Applied the Logistic model to investigate factors driving organic fruit consumption using data from 10+ local orchards
- Proposed new consumer targeting strategy which theoretically increased the average annual profit by 9% per orchard

OTHERS

Honors │ First Prize of People's Scholarship by SUFE (2017, 1/30); 'Guo Bingwen' Social Scholarship by SUFE (2017, 1/100)
Computer Skills │ JMP; Microsoft Office; Python; Pajek; R; Stata; SQL; Tableau
Interests │ Flute, dancing, photography and detective stories