

# Aoqin Yan

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## Education

### University of Pittsburgh

Pennsylvania-U.S.

- *B.S. in Finance, B.A. in Philosophy, Minor in Economics, Certificate Program in Business Analytics*
- *Overall GPA: 3.55 / 4.0 (Top 30%)*
- *One-year Study Abroad Program: Fudan University (QS ranking Top #50), Overall GPA: 3.92 / 4.0 (Top 1%)*

*Sep 2020 - May 2024*

## Work Experience

### EY-Parthenon

Shanghai, China

*Strategy Analyst Intern*

*Jun 2023 – Sep 2023*

- Demonstrated the business models and commercialization of 5 iconic Chinese business cases such as TikTok, Kwai and Xiaohongshu, including attraction to creators, algorithms, and live commerce.
- Analyzed key successful drivers of champions in each niche market, e.g., Xiaohongshu's user based community.
- Modeled and visualized Gen-Z's digital engagement and content preferences with Excel and extracted user habits.
- Evaluated the potential market shares and user portraits of 2 media platforms. Provided strategic suggestions on market expansion.

### China Capital Management Co., LTD

Shenzhen, China

*Equity Research Analyst Intern*

*Jun 2022 - Sep 2022*

- Delivered return projections for 3 REITs and their bond prospectus with DCF, CAPM, and Monte Carlo Simulations, etc. in Excel.
- Published 2 in-depth reports of the Chinese real estate industry monthly, including one on the liquidity crisis of Evergrande.
- Performed CCA and sensitivity analysis covering 6 local real estate enterprises.
- Evaluated risk parameters while analyzing proposed investment prospects daily with the PM.

### Investment Portfolio Research Program

Shanghai, China

*Research Assistant*

*Apr 2021- Jun 2021*

- Analyzed 5 portfolio strategies in the Chinese stock market in the past 20 years under guidance of professor at Fudan University.
- Utilized Excel's Solver tool and functions like VLOOKUP to optimize portfolio allocations based on risk-return parameters.
- Visualized results with graphs in Excel. Utilized CNNs in Python to interpret the patterns of each portfolio strategy.

## Academic Experience

### Data Analysis Project: Bank Customer Churn Prediction with Machine Learning

Pennsylvania, U. S

*Data Analyst*

*Dec 2023*

- Preprocessed a dataset exceeding 10,000 points in R with Chi-square tests and normalization for optimizing KNN performance.
- Implemented a KNN model (k=7), achieving 93.71% sensitivity and 92.35% accuracy in predicting potential customer churn.
- Used R's "ggplot" to visualize transaction data, uncovering correlations with customer loyalty to enhance retention strategies.

### The Pitt News

Pennsylvania, U. S

*Culture Writer*

*Sep 2022 – Dec 2022*

- Conducted 20+ interviews with artists, authors, managers, directors, etc.
- Published 7 news articles on topics of art, culture, music, etc.

### Research Project: Hong Kong's Defense in Asian Financial Crisis in 1998

Pennsylvania, U. S

*Project Lead and Presenter*

*Nov 2021*

- Analyzed historical data, financial indices, and government reports on the Asian Financial Crisis.
- Presented the profitable speculative means on Hong Kong currency exchange rate with futures.
- Demonstrated the connected exchange rate system in HK and the defensive mechanism on its forex rate and the stock market.

### Seminar: The Pittsburgh School of Philosophy

Shanghai, China

*Lecturer*

*Mar 2021*

- Analyzed the influence of German idealism and the impact of Georg Hegel to the founders of Pittsburgh School of Philosophy.
- Hosted a seminar in Fudan Philosophy Dpt. with high recognition from the author of Study at The Pittsburgh School.

## Investment Experience

- Traded stocks and derivatives, including Gold Futures, Forex Futures, protective puts, AAPL, NVDA, TSLA, FBTC, BYD, etc.
- Achieved 23% return in 2020, 64% return in 2021, and 16% return for the first quarter of 2022.
- Crypto-related novel assets: Optimism, Arbitrum, Celestia, ENS.

## Skills & Interests

**Language:** English (fluent), Mandarin (native), Cantonese (Intermediate)

**Technical Skills:** Microsoft Office, R, SQL, Python, CFA ESG Candidate

**Interests:** Investment, Clean Energy Solutions, Blockchain Discussions, Reading, Photography, and Cooking