

# Yueqi Feng

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## EDUCATION BACKGROUND

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MS Biostatistics and Data Science

*Sept. 2019—Dec. 2020*

Cornell University Weil Graduate School of Medical Science

Coursework: Biostatistics, Data Science, Data Management and Causal Inference with Machine Learning

BS Biotechnology, BBA Business Administration

*Sept. 2015—Jun. 2019*

China Pharmaceutical University

Coursework: Biopharmaceutical technology, Cytology, Genetics, Economics, Management and Marketing

Honors and Awards: Excellent Student Leader, Outstanding Student Scholarship

GPA: 3.5/4.0, 3.3/4.0

## EMPLOYMENT EXPERIENCE

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**Consultant Intern**

*Aug.2019—Sept.2019*

**Roland Berger**

*Greater China*

- ⌘ Aimed at helping with 2 Japan cosmetic brands with their future China Strategy
- ⌘ Designed 110 questions for a quantitative questionnaire for consumer research in the cosmetic industry and analyzed collected data with a sample size of 1000 about consumer profile by using PivotTable
- ⌘ Made marketing plans through analyzing the top 5 cosmetic brands most commonly used by consumers of different ages and income levels and designed related product development calendar through researching development strategies of 3 competitors
- ⌘ Developed expansion plans through studying 1 key potential competitor's 79 stores in China and conducting desk research for collecting counter traffic data for a week to estimate monthly sales

## RESEARCH EXPERIENCE

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**Team Leader**

*Jul.2019—Aug.2019*

**Study on Economic effects of Pikachu IP**

*Greater China*

- ⌘ Conducted research on Pikachu IP economic status in China, reviews of the movie *Pokémon Detective Pikachu* and sales of Pikachu peripheral products after the movie release
- ⌘ Assigned and completed 40 data processing tasks with team members by using Python and R, including data preprocessing, regression problem mining and text analysis
- ⌘ Communicated with supervisors for advice and organized discussions for reporting progress and solving problems (e.g., code error, the discrepancy in understanding data)
- ⌘ Visualized processed data with Tableau and created 30 graphs to display research results and completed a research report in PowerPoint

## EXTRACURRICULAR ACTIVITIES

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Public Relations Specialist, Students' Association Union, China Pharmaceutical University

*Sept. 2015—Jun. 2018*

- ⌘ Interacted with university authorities and community associations to organize campus culture festivals