MINGWEI TU

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EDUCATION

Simon Business School, University of Rochester - Rochester, NY   **Dec. 2020**
Master of Science in Marketing Analytics (STEM Certified program)   *Available for full time in May 2020*
Merit Scholarship recipient | Simon Data Analytics Club, Simon Vison Consulting

Nankai University - Tianjin, China   **Jun. 2019**
Bachelor of Science - Biotechnology (GPA: 3.7/4.0)
Second Prize Scholarship (10%), Gong Neng Scholarship, Merit Student

SKILLS

Core Courses: Data Management, Causal and Predictive Analytics, Machine Learning with Python, Pricing Analytics
Tools: MySQL, Python(scikit-learn, pandas, numpy), R, Tableau(interactivity, window function), neo4j, Microsoft Excel
Languages: English, Chinese (Mandarin), Chinese (Cantonese)

ANALYTICS PROJECT EXPERIENCE

MONRO Inc. Project (Practicum) – Rochester, NY   **Jan. 2020 – Apr. 2020**
- Detected the loss of repeat customers by conducting cohort analysis in R over 280K transactional data to explore the metrics of company performance including customer retention rate, gross sales amount, and lifetime value
- Built RFM model (Recency, Frequency, Monetary) by k-means clustering to discover customer segmentation; implemented Machine Learning algorithms in Python to predict the segments of Monro's new customers
- Designed Annual Pass product bundles to improve customer stickiness for existing loyal and regular customers based on product preference analysis; created promotion plans to retain fickle customers
- Used Tableau to visualize the analysis results; presented findings and actionable customer retention plan to the client

HELOC Risk Performance Prediction – Rochester, NY   **Nov. 2019 – Dec. 2019**
- Performed data cleaning and standardization with Python on 10K+ credit card performance data
- Trained Support Vector Machine, Decision Tree, Logistic Regression, Boosting, and Bagging model to evaluate the risk of HELOC applications; improved model performance with the accuracy of 71.86%
- Designed a user-friendly interface for sales representatives with no statistical background to implement the model; helped them make better decisions on accepting or rejecting loan applications

TWILIGHT Marketing Strategy (Simon Vision Consulting) – Rochester, NY   **Jan. 2020 – Apr. 2020**
- Interviewed the client to identify client's needs and project objectives; researched on customer market in fintech industry and conducted competitor analysis to help Twilight, a personal financial management start-up, acquire more app users
- Developed marketing strategy for free and paid campaign respectively to engage African American Millennials on social media

INTERNSHIP EXPERIENCE

DIDI – Beijing, China   **Jan. 2019 – Apr. 2019**
Data Analyst Intern
- Studied customers' journey in DiDi offline auto stores to understand their touchpoints and visualized it in Visio
- Conducted research using questionnaires on customer attitudes towards each touchpoint and their NPS (Net Promoter Score) over stores in different areas; created weekly and monthly data reports to present conclusions
- Communicated and collaborated with store managers to formulate solutions to optimize customer experience; increased store sales by improving customer satisfaction

NIELSEN – Beijing, China   **Aug. 2018 – Nov. 2018**
Marketing Analyst Intern, Marketing Effectiveness
- Designed quantitative questionnaires to evaluate the effectiveness of marketing campaigns and ads; cleaned more than 5,000 rows of collected data in Excel and monitored daily KPIs of different brands
- Analyzed marketing performance, brand metrics, media value, and customer media habits in different customer groups from the data and provided recommendations for clients' marketing plans

CHINA GUANGFA BANK – Guangzhou, China   **Jan. 2018 – Mar. 2018**
Data Analyst Intern, Data Center
- Explored customers' demographic information with descriptive analysis and visualized the results
- Built RFM customer value model using clustering analysis and analyzed attributes of different clusters; identified customers with high-value as potential segments to target