

Nicholas Feng Schaefer

(415) 962-6487 | nicholas.feng.schaefer@gmail.com | www.linkedin.com/in/nfs2000 | nicholas1209.github.io

Education

California Polytechnic State University San Luis Obispo

M.S. Business Analytics

August 2023 – June 2024

CGPA: N/A

California State University Monterey Bay

B.S. Business Administration | Information Systems

August 2018 – May 2023

CGPA: 3.833 (Magna Cum Laude)

Project Experience

Customer Churn Prediction Using Random Forest (https://github.com/Nicholas1209/Machine_Learning.git)

March 2023 – April 2023

Technology: R & MS PowerPoint | Team Size: 1

- Developed a random forest model using real-life customer data and features such as demographics, usage patterns, and billing information to predict churn. Achieved an accuracy of 79.75% on the test set. The project resulted in actionable insights and recommendations for proactive customer retention strategies.

Tea Product Optimization through Conjoint Analysis (https://github.com/Nicholas1209/Conjoint_Analysis.git)

February 2023 – March 2023

Technology: R & MS PowerPoint | Team Size: 1

- Conducted a conjoint analysis to determine the optimal product composition and pricing for a tea product with dimensions such as kind, variety, and aroma. Reduced the experimental design from 54 conjoint cards to 13 using statistical techniques to minimize participant fatigue while still maintaining high-quality data. Analyzed the pre-given dataset using regression analysis and determined the optimal combination of product dimensions and pricing that maximizes revenue.

Pricing Optimization: Gabor-Granger & Van Westendorp (https://github.com/Nicholas1209/Pricing_Models.git)

February 2023 – March 2023

Technology: R & MS PowerPoint | Team Size: 1

- Conducted pricing optimization for two pre-given datasets using Gabor-Granger and Van Westendorp pricing models. Determined the optimal demand and pricing that maximizes revenue. Presented results and insights to the course instructor, demonstrating a solid understanding of pricing optimization and its practical applications.

Small Business Information System (SBIS) Development (<https://github.com/Nicholas1209/SBIS.git>)

September 2022 – December 2022

Technology: MS Excel & VBA | Team Size: 5

- Led a team of 5 in developing a Small Business Information System (SBIS) spreadsheet that utilizes Macros, UserForms, and VBA, including an Invoice-to-Transaction function. Designed and implemented the spreadsheet to automate business processes, improve data accuracy, and increase efficiency. The project resulted in an efficient and user-friendly spreadsheet that enables businesses to streamline their operations and better manage their financial transactions.

Professional Experience

California State University Monterey Bay, College of Business

June 2022 – May 2023

Office Assistant

Seaside, CA

- Helped with administrative support by managing incoming emails and calls.
- Completed clerical tasks such as filing, printing, copying, and distributing mail.
- Streamlined administrative processes by automating the inventory reorder system.
- Greeted incoming office visitors, answered questions, and directed individuals to office locations.
- Kept classrooms clean, neat, and properly sanitized for student health and classroom efficiency.

Volksbank Rhein-Lahn Limburg

June 2019 – August 2019

Summer Intern

Limburg, Germany

- Collaborated in every major division of the bank for approximately two weeks to gain a broad understanding of how banks work.
- Interacted with customers at the front desk, deposited money, oversaw and cleared money transfers, updated customer information, and looked through business plans.

Skills and Certifications

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|-----------------------|---|
| Programming | SAS, R, Python, VBA |
| Web & Query Languages | SQL, HTML, CSS |
| Tools | MS Excel, SAP S/4 HANA, Adobe Dreamweaver, Tableau |
| Hard Skills | A/B testing, Machine Learning, Pricing Models, Conjoint Analysis, Marketing Mix Model, Hypothesis Testing |
| Interpersonal | Effective communication skills, Time management, Collaboration |
| Languages | English, German, and Mandarin |
| Certifications | SAS Business Analytics Joint Certificate |