

Nicholas Feng Schaefer

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Education

California Polytechnic State University San Luis Obispo

M.S. Business Analytics

August 2023 – June 2024

San Luis Obispo, CA

California State University Monterey Bay

B.S. Business Administration | Information Systems

August 2018 – May 2023

Seaside, CA

- GPA: 3.833 (Magna Cum Laude)
- Dean's List in Fall 2019/20/22, Spring 2020/22
- Completed 80 hours of service learning; 50 of which in a soup kitchen and the rest teaching middle school children financial competency.
- Tutored for BUS421: Marketing Research.

Project Experience

Machine Learning (https://github.com/Nicholas1209/Machine_Learning.git)

March 2023 – April 2023

Technology: R & MS PowerPoint | Team Size: 1

- Utilized a supervised machine learning algorithm (decision tree) to determine customer churn using real-life data - concluded results by presenting them to the instructor.

Conjoint Analysis (https://github.com/Nicholas1209/Conjoint_Analysis.git)

February 2023 – March 2023

Technology: R & MS PowerPoint | Team Size: 1

- Applied Conjoint Analysis to a pre-given dataset about tea.
- Determined optimal product composition regarding the following dimensions: variety, kind, and aroma, including optimal price, and presented results to the instructor.

Pricing Models (https://github.com/Nicholas1209/Pricing_Models.git)

February 2023 – March 2023

Technology: R & MS PowerPoint | Team Size: 1

- Used Gabor Granger and Van Westendorp pricing models to determine the optimal price and demand levels for pre-given datasets and presented results to the instructor.

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

September 2022 – December 2022

Technology: MS Excel & VBA | Team Size: 5

- In this project, I was the project leader of a group of 5 people in creating a Small Business Information System (SBIS) spreadsheet. This spreadsheet uses Macros, UserForms, and VBA, most notably an Invoice-to-Transaction function.

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

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