

# 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](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](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](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