**GUANGYU XING**

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business Washington, DC

**Master of Science, Business Analytics**  *12/2018*

* GPA: 3.91
* Areas of focus: **Programming for Analytics**; **Data Management**; **Data Mining**; **Time Series**; Decision and Risk Analytics; Social Network Analytics; Optimization Methods and Applications

FUDAN UNIVERSITY, School of Management Shanghai, China

**Bachelor of Science, Statistics**  *07/2013*

* Awarded Outstanding Student (Year of 2011)
* Course Highlights: **Probability; Mathematical Statistics**; **Time Series**; Financial Management; Marketing Management; Regression Analysis; Information Systems
* Internship: Data Assistant (Client Development), Louis Vuitton China (*06/2012-07/2013*)
* Leadership: Vice President of Student Union, School of Management

TECHNICAL SUMMARY

**Tools/Software: Microsoft Office** (**Excel**, **Access**, Word, PowerPoint); **SQL** and relational database management systems (SQL Server, MySQL); and EC2 and RDS from **AWS**; **R** Programming, R Shiny; **SAS**; **Python (NumPy, Pandas, Matplotlib, Scikit-learn)**; **Tableau**.

**Github Site:** <https://github.com/RussellXing/MSBA-Codes/>

EXPERIENCE

**BOLDSEAS TECHNOLOGIES, CO., LTD.** **Shanghai, China**

***Senior Data Analyst*** *05/2016 - 07/2017*

* Provided guidance and consult over database, analysis, and CRM for Fiat Chrysler Automobiles China to improve sales and marketing outcomes of JEEP brand; contributed to 20 consecutive months of 2-digit sales improvement.
* Extracted data and prepared regular data reports on customer service for JEEP brand and local dealers to monitor the daily sales and marketing performance; built a successful data-driven system for dealer management.
* Analyzed data and drew conclusions for improving customers' experience and assisted customer service department to perfect the standardized customer service processes; improved customer satisfaction by ten percentage points.
* Built customer models by data mining methodologies—decision trees and association rules—with R programming to find out the high-potential customers in sales and after-sales and merge the results into a web application used by sales assistant from local dealer; ameliorated the dealer’s efficiency on sales and after-sales processes.
* Developed marketing and sales data visualization system, which helped leaders with decision-making and to manage clients (Fiat Chrysler Automobiles China).

**LOUIS VUITTON CHINA** **Shanghai, China**

***Data Analyst*** *06/12 - 05/16*

* Organized, cleansed, and processed customers' data for the brand by using Excel, Access, and SPSS Modeler.
* Built customer models and analyzed patterns by data mining methodologies, including decision trees, association rules, and clustering, with SPSS Modelers to classify potential customers for certain events or new products.
* Established customer communications strategies, including mailing, e-mailing, and MMS campaigns, according to customer models; improves customer retention by 2%.
* Advised on the customer service processes to sales colleagues based on customer patterns; improved ten percentage points for customer satisfaction.
* Through client recommendations, earned TRW Star Award in August 1997 and July 1998 and TRW Excellence Award in December 1998 for continually exceeding customer expectations.

ADDITIONAL INFORMATION

**Global View:** Mandarin – Native Speaker; English – Fluent

**Community:** Volunteer – EXPO 2010 Shanghai; Teacher in Math in Hunan Province