Yiqi Chen

(812) 606-7609 | yc5707@nyu.edu

EDUCATION

New York University, New York City, NY | **January 2022-Present**
Master of Management and System | **Cumulative GPA:3.952/4.0**
Concentration: Database Technologies
Relevant Courses: *Information Technology and Data Analytics, Quantitative Models, Strategic Marketing, Data Analytics and Visualization*

Indiana University, Bloomington, IN | **August 2018-December 2021**
Bachelor of Science in Informatics | **Cumulative GPA:3.614/4.0**
Cognate: Business   Minor: Financial Literacy
Honors: Dean's List, *Summer International Orientation Program Scholarship*

ACADEMIC PROJECTS

Undergraduate Research Assistant, Bloomington, IN   Fall 2021
- Managed the execution of primary research projects from questionnaire development, supervised data collection and prepared reports
- Managed qualitative and quantitative research projects, as well as writing and editing reports utilizing primary and secondary data
- Ranged from Wizard of Oz experiments to surveys and potentially the development of a chatbot

Fashion Jewelry Industry Research   June-July 2021
- Conducted and analyzed qualitative and quantitative market research for fashion jewelry industry client
- Designed questionaries and analyzed data using SQL and Excel to evaluate the industry trend
- Market research project experience includes market sizing and forecasting, customer segmentation, customer satisfaction-importance analysis

Design A Fitness App Project   Spring 2021
- Collected information and carried out a research project about the industry of fitness App
- Used Adobe XD to build a wireframe of the fitness App

EXPERIENCE

ZheShang Venture Capital Co., Ltd, Zhejiang, China   May 2021-August 2021
Industry Research Analyst
- Performed qualitative and quantitative data collection and analysis, and helped produce report takeaways and conclusion
- Conducted data analysis, ensuring coding and reliability of survey following institutes policies and prepared data for presentations
- Performed statistical analysis using advanced Excel and SQL on executive compensation

MUJI, Zhejiang, China   July-August 2019
Cashier, Sales
- Accurately and efficiently processed card, cash, Alipay and WeChat paytransactions for customers
- Communicated with the customers to understand their preference and provided recommendations

Woodlands, Bloomington, IN   November 2018-May 2019
Student Worker
- Helped customers with ordering in a friendly manner and prepared dishes according to the orders
- Maintained the environment of the store by replenishing ingredients and wiping the cabinet

STUDENT INVOLVEMENT

IU2U, Bloomington, IN   November 2019-December 2021
Student leader
- Offered useful information and resources concerning campus life to new international students
- Served a positive role model for the freshmen to help them deal with technical problems

TECHNICAL SKILLS

Programing Skills: SQL, HTML, Python
Platforms: OracleDataModeler, SQLDeveloper, Jamovi, JASP, Adobe XD
Languages: Mandarin