

Wenqi(Summer) ZHAI

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EDUCATION

Shanghai Jiao Tong University (SJTU)

Bachelor of Arts in English (Financial and Business Affairs), Minor in Mathematics

Sept.2016 - Jun.2020 (Expected)

GPA: 3.90/4.0 (90.91/100)

Selected Courses:

- **IT:** Big Data Analytics(taking), Thinking and Approach of Programming(Python)(85), Database Management(taking)
- **Math:** Probability Theory and Statistics(95), Linear Algebra(taking), Mathematics I&II for Arts(Calculus)(99)
- **Business:** Pricing Strategy(97), Principle of Economics(93), Introduction to Marketing(92), Accounting(94)

University of Toronto, Sponsored Semester Exchange Program

Sept.2018 - Dec.2018

Selected Courses: Math of Finance, Fundamentals of Management, Strategic Writing in Business

SELECTED INTERNSHIP EXPERIENCE

Bain & Company, Consulting Part-Time Assistant Intern, Shanghai, CN

May 2019 - Nov.2019

- Supported the execution of 4 cases on consumer goods, pharmaceutical, with a focus on online & offline distribution channels
- Streamlined data cleansing process by implementing a universal function "find new channel" in Python, which achieved an efficiency of up to 90%, and designed distribution strategies based on channel vacancy with proposal accepted by clients

Corporate-Value Associates, Business Analyst Intern, Shanghai, CN

Mar.2019 - May 2019

- Filtered a list of industrial sites for biomass and natural gas investment and development opportunities in M&A energy project
- Collected economic and demographic data and built models to identify 15 important decision-making factors
- Implemented web crawler to crawl data of 7 potential cities and information about the operation of 200 industrial sites

Ipsos Group, Social Intelligence & Analytics Intern, Shanghai, CN

Jan.2019 - Mar.2019

- Initiated social landscape studies, including competitor analyses, and customer profiling in 4 projects
- Used time series analysis to develop the seasonal ARIMA model to predict top 10 bakery ingredients in 2019
- Conducted sentiment analysis and generated word cloud to identify customer pain points after crawling data in social media
- Discovered and presented the interrelationship between bakery ingredients trend and its affecting factors with Tableau

Deluxe Boutique, Part-Time Marketing Consultant, Final Project, Toronto, CA

Oct.2018 - Jan.2019

- Designed O2O marketing strategy for the high-end clothing store to improve online sales performance by 15%
- Proposed the tiered membership system and set up the E-R diagram with SQL as the referral traffic strategy
- Presented the proposal winning a 95% approving rate in class and achieved the highest mark of 96 as a course project

PROJECT EXPERIENCE

Wine Product Customer Satisfaction Prediction, Big Data Analytics Course Project

Sept. 2019 - Nov.2019

- Predicted the customer evaluation towards 5 new wine products and offered product adjustment strategies
- Applied machine learning algorithms for prediction including Random Forest, Support Vector Machine, Logistic Regression with XGBoost which achieved a precision of 0.89, 0.97, and 0.93 respectively
- Increased the precision from 57% to 97% by applying the Principal Component Analysis and SMOTE methods

Dynamic Airline Pricing Model Based on Modified RFM Model and K-means Algorithm

Jun. 2019 - Nov.2019

- Proposed matching pricing strategies after clustering 5 customer segmentation of 60000 passengers with K-means algorithm
- Visualized clusters with deep learning algorithm T-SNE; evaluated cluster performance with calinski-harabasz score
- Realized a dynamic pricing LRFMC Model with code by sorting out 6 most relevant dimensions

Kaggle Boston Housing Price Prediction Competition

Aug.2018 - Oct.2018

- Developed ridge regression model (Alpha=10) and lasso regression model to predict the housing price in Python
- Optimized the model using XGBoost to enhance the ridge regression precision to 91% and visualized with ggplot

EXTRACURRICULAR ACTIVITIES

School of Foreign Languages Academic Center, Founder and President, SJTU

Mar.2018 - Mar.2019

- Initiated this organization to resolve the asymmetry of information, designed the framework, and recruited 10 members
- Hosted career exploration forums and seminars monthly, attracted 85% school undergraduate students to attend

UNESCO Center for Peace International Model United Nation, Delegate of China, New York, NY, USA

Jul.2018 - Aug.2018

- Proposed a friendly amendment about child brides issue to delegates from 50 countries; awarded Best Position Paper

SCHOLARSHIPS AND AWARDS

- L'Oréal Paris Brandstorm Competition Top 100 Team in China (**Top 1.3%**) Mar.2019
- Ivy Leader Scholarship of SJTU (**Top 10 in SJTU**) Jan.2019
- Shanghai Tang Junyuan Education Foundation IMUN Sponsorship (**Top 1 in SJTU**) Jul.2018
- Champion in the Tenth National Business English Debate (**Top 0.5%**) Mar.2018
- Outstanding Volunteer in SJTU (**Top 0.05%**) Dec.2017

ADDITIONAL INFORMATION

- **IT Skills:** Python (NumPy, Pandas, scikit-learn), SQL, Matlab, Tableau, SPSS, MS Office (Excel: Pivot Table, VBA),
- **Personal Interest:** Hiking, Swimming, Electronic Keyboard (Level 10)