

Xiaofeng Fu

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EDUCATION

Washington University in St. Louis, Olin Business School, St. Louis, MO

December 2022

M.S. in Business Analytics-Healthcare Track (GPA 3.8)

- Degree qualifies for a STEM designation; eligible for 36 months of OPT (24-month extension for STEM)
- Relevant Coursework: Data Visualization, A/B Testing, Customer Analytics, Data Science, Database Design, Machine Learning, Big Data and Cloud Computing

Shanghai Jiao Tong University (QS Ranking 47 for 2021), Shanghai, China

June 2021

B.S. in Resources and Environment, Minor in French (GPA 3.6)

SKILLS

Language: English (Fluent), Chinese (Native), French (Elementary)

Tools: SQL, Tableau, R, Python, Microsoft Office Suite, Stata, Linux, Hadoop/Hive, Spark

Certification: Data Analyst by DataCamp (Website: www.datacamp.com/certificate/DA0019248806431)

WORKING EXPERIENCE

Washington University in St. Louis, St. Louis, MO

January 2022- Present

Graduate Teaching Assistant

- Provided assistance to faculty of course *Machine Learning Tools for Prediction of Business Outcomes*.
- Engaged students in class discussions and teamwork. Held office hours to address student questions.

Frost & Sullivan Inc., Shanghai, China

March 2021- August 2021

Consulting Intern

- Drafted the framework of the proposal to guide the team through details. Researched biologics for cancer and autoimmune diseases, and medical devices in cardiology and orthopedics to generate industry analysis reports to support 11 companies for their public offerings.
- Extracted data from credible public databases to forecast market size and sales over five years by building prediction models, and to depict competitive landscape and analyze future trends.
- Visualized the analysis results in graphical format in PowerPoint to drive decision making.

ZS Associates Consulting Co., Ltd., Shanghai, China

December 2020- March 2021

Part-Time Assistant

- Designed interview questions by obtaining valid experimental data. Investigated the treatment of Multiple Sclerosis in China regarding patient attendance, disease diagnosis and treatment, and the patent policies for originator drugs to evaluate market entry of a relevant new drug.
- Conducted comprehensive study on profitability, portfolio, R&D expenditure, capacity, and sales compliance of Chinese medical companies in the anti-infection sector, to support overseas clients to identify potential local partners.

PROJECTS

Customer Analytics: Marketing Strategy for Travel Insurance Company During Pandemic

Website: https://github.com/Xiaofeng-Fu/Xiaofeng-Fu/blob/main/TravelInsurance_Pre.pdf

- Selected five variables (e.g., Employment Type, Income, Travel Habits) out of eleven that significantly impacted the marketing response rate by employing regression models and correlation charts.
- Grouped observed subjects based on the selected variables. Narrowed the target population in the group level with highest response rates. Achieved a 52% reduction in the marketing budget.
- Visualized data analytics and built predictive models in Tableau through a dynamic interactive dashboard. Increased response rate by 49% and ROI by 134%.