Xinjing Guo

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EDUCATION

New York University New York, NY
Master of Management of Technology 9/2023 - 12/2024

- **Relevant Coursework:** Business Analytics; Data Visualization for Business; Data Engineering; Statistics for data Analytics

University of Toronto Toronto, ON
Bachelor of Science: Economics and Statistics (Dual Major) 9/2018 - 6/2023

- **Relevant Coursework:** Time Series Analysis; Data Structures and Analysis; Stats Analysis; Financial Mark; Monetary Econ

PROFESSIONAL EXPERIENCE

Publicis Groupe Beijing, China
Data Analyst Internship 5/2024 - 9/2024

- Partnered with data scientists and business stakeholders to analyze 50K+ sales and customer records across 30 cities in China, uncovering key drivers of repeat purchases and customer churn to support localized marketing and pricing strategies.
- Built and compared predictive models in **Python - Logistic Regression, Random Forest, and XGBoost** - to identify high-conversion customer segments and forecast campaign performance. Model blending improved accuracy by 17%.
- Optimized **SQL pipelines** to extract and integrate data from marketing, transactional, and inventory sources, automating weekly reports on customer behavior and product trends. Reduced manual effort by 30% and enabled faster, data-driven decision-making.
- Designed interactive dashboards in **Power BI** with real-time **SQL integration**, allowing regional teams to track sales performance and inventory levels - which helped cut overstock by 12% and enhanced demand forecasting accuracy.

Guotai Junan Securities Shanghai, China
Investment Banking Analyst Intern, Equity Capital Markets 9/2022 – 12/2022

- Analyzed 25+ IPO transactions by reviewing P/E ratios, EV/EBITDA multiples, deal sizes, and lock-up periods to support the investment team's credit risk and valuation assessments.
- Cleaned and modeled IPO data using **R (dplyr, ggplot2, lm)**, applying **multivariate regression** to identify key drivers of post-IPO performance. The model achieved an **R^2** of 0.68, with underpricing and sector as significant predictors ($P < 0.01$).
- Conducted **A/B-style analyses** on investor outreach strategies comparing pre- vs. post-roadshow communications -using **hypothesis testing** in R (**t-tests and confidence intervals**) to evaluate effectiveness. Boosted investor engagement rates by 12%.
- Built interactive dashboards in **Tableau** and **Power BI** to visualize investor profiles, cross-shareholding patterns, and market positioning. These tools enhanced underwriting decisions and shortened internal review cycles by ~20%.

China International Capital Corp (CICC) Beijing, China
Investment Banking Analyst Intern, Equity Capital Markets 5/2022 - 9/2022

- Conducted fundamental and quantitative analysis on the Mainland China healthcare sector to support investment decisions on a $50M portfolio, focusing on medical device companies such as Peijia and Venus Medical Technology.
- Cleaned and structured financial data from earnings reports and disclosures, building **scenario models** for 10+ A-share IDC companies. Forecasting top, base, and downside cases guided by management, improving risk-adjusted portfolio positioning.
- Applied ensemble machine learning models in **R** - including **Random Forest and XGBoost** - to evaluate earnings surprise predictors and flag undervalued stocks. Models achieved **AUC** scores >0.80, improving idea generation efficiency by 30%.
- Integrated market data using **NLP techniques** (**tidytext, sentimentr**) from analyst reports and earnings call to build composite scoring frameworks for investment conviction. Insights informed coverage reports and enhanced fund manager confidence.

Minsheng Securities Co., Ltd. Online
Debt Capital Markets Intern 5/2021 - 9/2021

- Conducted market research on IoT and automotive sectors, using **Excel** and internal templates to synthesize data from reports, filings, and policy updates. Created sector briefings with visual charts to support bond strategy discussions.
- Reviewed leasing and financial records for ICBC's industrial park projects (Phases 1–7), using **Excel models** and **sensitivity analysis** to flag valuation risks and spot revenue trends. Insights improved due diligence and prioritized viable projects.

PROJECT EXPERIENCE

New York University New York, NY
Forex Trading Model Using Machine Learning ProjectLink 9/2024 - 12/2024

- Built an automated forex trading system in Python using **PyCaret**'s **regression models**, integrating real-time data (**Polygon API**) and historical trends (**MongoDB**) to predict currency movements across 8 pairs.
- Engineered features including historical volatility, moving averages, and macroeconomic indicators; optimized models for **R^2 and RMSE**, deploying the best-performing algorithm to support quantitative trading and currency risk management.

SKILLS

- **Programming & Tools**: Python, R, SQL, MongoDB, Power BI, Tableau, Excel, SAS
- **Data Science & Analytics**: Regression Modeling, Classification, Feature Engineering, Time Series Forecasting, A/B Testing