ANDREW CUI

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EDUCATION

University of Pennsylvania   Philadelphia PA
Jerome Fisher Program in Management & Technology – Cumulative GPA: **3.59/4.00**   (expected) May 2020
- ***Wharton School of Business***: Candidate for B.S. in Economics, concentrations in Statistics and Management/Finance
- ***School of Engineering and Applied Sciences***: Candidate for B.S.E./B.A.S. in Computer Science

Relevant coursework (*current): Applied Probability Models for Marketing*, Modern Regression*, Statistical Inference, Probability, Big Data Analytics*, Data Structures/Algorithms, Management of Technology*, International Security*, Chinese Media/Culture*, Corporate Finance, Macroeconomics, Statistical Computing in R

Activities (*inactive): Wharton Digital Health Club (MBA), Marketing Undergraduate Students Establishment, Wharton Investment & Trading* (Quantitative Investment Strategies Team), Wharton Finance Club*, Chinese Students' Association

Brighton High School   Rochester NY
GPA: 3.99 • SAT: 2360 • ACT: 36   2016
Academic Honors: Nat'l Merit Scholar, 2x Nat'l AP Scholar, Presidential Scholar Candidate, NYS Academic Excellence Scholarship, 4x American Invitational Math Exam (top 2.5/5% in nation), 2x Chem. Olympiad Exam nominee, 2x Nat'l Math League competitor

EXPERIENCE

Optiver – Incoming Trading Intern   starting Jun 2018

Wharton Statistics Department – Grader, STAT 405/705   Jan 2018 – present
- Grading work/assisting TA in Prof. Sasha Rakhlin's STAT 405/705: Statistical Computing in R course of ~170 students

MUSE Consulting at Wharton – Project Lead, Consultant   Jan 2017 – present
- One of seven Project Leads for a student-run revenue-generating consulting group for brand/product marketing strategy

Project Lead, home/bed products startup – Strategy for new channel product launch and pop-up-shop; one of seven Project Leads
- Planned out project timeline/Gantt chart, lead team meetings, communicate with MUSE VPs and client representative

Consultant, Fortune 500 clothing retailer – Segmented millennial market and developed millennial-centric marketing strategy
- Synthesized secondary research, focus group responses, and a Qualtrics survey of 120+ students to generate six millennial; performed a competitive audit for best marketing practices
- Created three-pronged marketing plan focused on advertising tactics, online experience, and social media engagement

Consultant, Fortune 100 pharmaceutical – Researched digital drug representation platforms; MUSE's largest (fee/company) client
- Performed background industry research, SWOT analysis, and M&A fit framework to evaluate potential options

Wharton Digital Health Club – Analytics Consultant   Sep 2017 – Dec 2017
- Part of a team of 4 MBAs and 2 undergraduates working with a pharmaceutical company on oncology digital strategy
- Categorized advertising information, analyzed breakdown of messaging, and evaluated spend efficiency in Excel and Tableau

Capital One – Business Analyst Intern, Product Management and Analytics   Jun 2017 – Aug 2017
Investigated income data source as a variable to improve underwriting for the Proactive Credit Line Increase Program team
- Queried and cleaned from large datasets (161MM+ rows) using SQL, analyzed correlations of credit behavior and income data channel variable in Excel with pivot tables (controlled for credit and risk model score variables), created data visualizations
- Advised using an opt-in program to gauge interest for customers in a segment having utilization typically over-predicted
- Recommend enhancements to current database structure to facilitate faster future analysis, compiled code on GitHub

SKILLS, HONORS & INTERESTS

Skills	SQL, Java, R, Python (*pandas, sqllite, matplotlib*), HTML/CSS/Bootstrap, PowerPoint, InDesign, GitHub, Excel
Competitions	Deloitte Case Competition, Univ. of Penn (3rd Place, 2018; Finalist, 2017)
Events	Deloitte National Leadership Conference (Jun 2018) – AQR Capital Management Early Engagement (Aug 2017)
Interests	photography, poker, violin/piano, long-distance running, web/graphic design, cooking