ANDREW CUI

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EDUCATION

UNIVERSITY OF PENNSYLVANIA <div align="right">Class of 2020</div>
Jerome Fisher Program in Management & Technology <div align="right">Cumulative GPA: **3.59**/4.00</div>

Wharton School of Business: Candidate for B.S. in Economics, concentrations in Statistics and Operations/Management Science
School of Engineering & Applied Sciences: Candidate for B.S.E. in Computer Science, minor in Data Science

- Coursework (*current): **MKTG 476/776**: Applied Probability Marketing Models*, **MGMT 237**: Mgmt. of Technology*, **CIS 545**: Big Data Analytics*, **CIS 121**: Data Structures/Algorithms, **STAT 431/511**: Stat. Inference, **STAT 430/510**: Probability, **FNCE 100**: Corp. Finance, **PSCI 151**: International Security*, **STAT 405/705**: Stat. Computing in R
- Activities (*inactive): MUSE Marketing (Consulting Project Lead), Chinese Students' Association, Wharton Digital Health* (MBA; Analytics Consultant), Wharton Investment & Trading* (Quant. Strategies), Student Fed. Credit Union* (Asst. Director)
- Awards/Honors: **2018 APT Case Competition (1st Place)**, 2018 Deloitte Penn Case Competition (3rd Place)

BRIGHTON HIGH SCHOOL <div align="right">Class of 2016</div>
GPA: **3.99**, SAT: **2360** (M: 800, W/CR: 780), ACT: **36**

- National Merit Scholar, 2x National AP Scholar, Presidential Scholar Candidate, NYS Academic Excellence Scholarship
- 4x American Invit. Math Exam (top 2.5/5% in nation), 2x Chem. Olympiad Exam nominee, 2x Nat'l Math League competitor

EXPERIENCE

OPTIVER TRADING, Incoming Trading Intern <div align="right">starting Jun 2018</div>

WHARTON MANAGEMENT DEPARTMENT, Research Assistant <div align="right">Feb 2018 – present</div>
Researching startup success factors and analyzing government/LinkedIn/Crunchbase data with Ph.D. Candidate Andrea Contigiani

MUSE CONSULTING AT WHARTON, Project Lead, Consultant <div align="right">Jan 2017 – present</div>
One of seven Project Leads for a student-run revenue-generating consulting group focusing on brand and product marketing strategy

- Mid-stage bedding products startup (Project Lead): Creating strategy for new channel product launch and pop-up-shop launch strategy. Planned out project timeline/Gantt chart, lead team meetings, communicate with MUSE VPs and client representative
- Fortune 500 clothing retailer: Developed a three-pronged millennial marketing strategy. Synthesized secondary research, focus group response, and Qualtrics survey of 120+ to generate six millennial shopping consumer segments. Performed competitive audit for best marketing practices and identified opportunities to enhance digital experience.
- Fortune 100 pharmaceutical: Researched digital drug representation platforms using SWOT, M&A fit frameworks

WHARTON STATISTICS, Grader: STAT 405/705, Statistical Computing in R (Prof. Sasha Rakhlin) <div align="right">Jan 2018 – Mar 2018</div>

CAPITAL ONE, Business Analyst Intern, Product Management and Analytics <div align="right">Jun 2017 – Aug 2017</div>
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, EVENTS & INTERESTS

- Programming languages: SQL, Java, Python (pandas, sqllite), R, HTML 5, CSS 3, Apache Spark (learning)
- Skills: PowerPoint, Excel, GitHub, Sketch, Bootstrap 4, internet SEO/search engine optimization (learning), Adobe InDesign
- Events: Deloitte National Leadership Conference (Jun 2018), AQR Capital Management Early Engagement Event (Aug 2017)
- Interests: photography, poker, violin and piano, long-distance running, web/graphic design, cooking