

Qiao Xitao

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EDUCATION

University of Edinburgh Business School (UEBS)

Edinburgh, UK

Master of Science, Business Analytics

09/2022 - 09/2023

- ✓ **GPA:** 3.7/4.0 (Distinction; Top 10%)
- ✓ **Core modules:** Web Analytics, Simulation Modelling, Stochastic Optimization, Soft Computing, Predictive Analytics and Modelling, Prescriptive Analytics with Mathematical Programming

Nanjing University of Science and Technology (NJUST)

Nanjing, China

Bachelor of Management, Accounting (Big Data)

09/2018 - 06/2022

- ✓ **GPA:** 3.73/4.00 (Top 5%)
- ✓ University of Strathclyde, Exchange programme fully funded by the China Scholarship Council (CSC), securing the only slot allocated for the entire school, 2020
- ✓ **Core modules:** Operations Research, Accounting Information System, Statistical analysis applications
- ✓ **ACCA:** Elective Advanced Performance Management (APM) and Financial Management (AFM)

TECHNICAL SKILLS

- ✓ Proficient in Excel, PPT, Visio, Xmind; Knowledgeable in Python, SQL, PowerBI; Familiar with Java, R
- ✓ IELTS 7.5; able to adapt to an all-English working environment; fluent in Mandarin Chinese
- ✓ Proficient in using ChatGPT-4.0; Familiar with AutoGPT, Github Copilot, Midjourney

INTERNSHIP EXPERIENCE

Harb Data

Data Consultant

02/2022 - 09/2022

- ✓ **Operational Monitoring:** Conducted data analysis of Kimberly-Clark brands broke down the online business into visualised user links through weekly and monthly reports; increased the brand's monthly UV conversion rate by **9%** through monitoring business indicators and providing optimisation solutions
- ✓ **Uncover Market Insights:** Performed industry market insight analysis such as annual market growth, seasonal fluctuations, competing products dynamics, inflow and outflow analysis, market opportunity extraction, etc.; enhanced the client's market responsiveness and opportunity insight by **11%**
- ✓ **Develop Campaign Strategies:** Contributed to the brands' target customer advertisement placement on 618 and Double 11 shopping festival; tracked core target and estimated the sales volume leveraging Target Group Index; obtained user portrait with clustering algorithm; improved the brands' advertisement placement ROI by **14%**; awarded "Best Audience Operation" in the "ByteDance Marketing Science Service Provider 6.18 Case Competition"
- ✓ **Framework Establishment:** Performed routine data analysis and weekly and monthly reports, using Excel, Python, Spark; built business data models and provided service solution for BI department, shortening the brands' decision-making cycle from one week to three days
- ✓ **Platform Development:** Developed BI platform for Mondelēz on JD and Meituan platforms; used SQL and PowerBI for data display and updates; monitored the amount and trend of order volume, etc.; solved the

problem of excessively scattered data sources and improved the decision-making efficiency by **27%**

- ✓ **Business Communication:** Assisted the department leader to coordinate with clients; shortened the project length from 2 months to 1.5 months through efficient business communication

Red Star Macalline Group Corporation Ltd.

Management Trainee

07/2021 - 09/2021

- ✓ **Operational Advancement:** Assisted in promoting the integration of online and offline operations. Managed daily operational tasks and advocated for events, resulting in a 94% participation rate among merchants
- ✓ **Administrative Coordination:** Guided interactions between TikTok influencers and merchants, highlighting key benefits and tracking information. Collected 157 potential customer leads from TikTok live broadcasts

RESEARCH EXPERIENCES

Edinburgh Airbnb Market Data Analysis

09/2022 - 11/2022

- ✓ **Project Description:** Employed Python and modeling techniques to analyze pricing patterns of Edinburgh Airbnb market. Explored the impact and distribution of various variables on pricing, assessed pricing rationality from an investor's perspective, and analyzed purchasing strategies from a buyer's standpoint
- ✓ **Project Responsibilities:** Served as a data analysis programmer, responsible for data cleaning, visualization, and multiple linear regression modeling. Engaged throughout the project lifecycle, from requirements analysis to model construction. Utilized visualizations such as geographical heatmaps for temporal and spatial distributions, employed Durbin-Watson statistics to validate variable correlations
- ✓ **Achievements and Gains:** Achieved a predictive accuracy of 91.7%, enhancing team collaboration and communication skills. Project received a Distinction evaluation

Machine Learning (ANN) for Predictive Optimization of Inventory Strategy

06/2023 - 08/2023

- ✓ **Project Description:** Implemented stochastic dynamic programming (SDP) algorithm using Python to generate data for machine learning. Addressed cost optimization for (s, S) replenishment strategy, enhanced inventory strategy execution speed by 19% through neural network training and fine-tuning, and conducted an in-depth cost structure analysis
- ✓ **Project Responsibilities:** Led literature review, algorithm organization, data visualization, and leveraged TensorFlow for neural network modeling and hyperparameter tuning. Authored graduation thesis, comprehensively validated the feasibility and advantages of using ANN for inventory replenishment strategy determination and cost calculation through comparative analysis and sensitivity analysis
- ✓ **Achievements and Gains:** Mastered methodologies for neural network modeling and parameter tuning in Python. Adjusted parameters appropriately based on model feedback, achieving an optimality gap of 4.34% and an accuracy of 87.6%. The project received a Distinction evaluation, reaching a publishable level

EXTRACURRICULAR ACTIVITIES

Research on Joint Decision-making of Supplier Audit and Operation based on Blockchain Application

Team Leader of University-level Student Research Training Project

09/2020 - 05/2022

School of Economics and Management Student Union

09/2018 - 09/2020

President of External Relations Department

- ✓ Responsible for managing department finance and seeking sponsorship for events
- ✓ Organised large-scale events and lectures and maintained relationships with other universities

Team Leader, Freedom Street Dance Club

09/2018 - 02/2020