

陶晨希

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教育背景

罗切斯特大学 西蒙商学院

商业分析 硕士 (3.90/4)

美国, 罗切斯特

2019.7-2020.12

- **相关课程:** 预测分析(Python) (A), 社交媒体分析(R) (A), 预测及因果分析 (R) (A), 微观经济学及市场战略 (A), 分析设计及应用 (R) (A-), 商业分析导论 (SQL) (A-)
- **商科社团:** 咨询俱乐部, 数据分析俱乐部, 定价俱乐部

浙江大学 管理学院

财务管理 本科 (3.78/4)

中国, 杭州

2015.9-2019.6

- **相关课程:** 管理统计 (91), 计量经济学 (88), 应用运筹学 (87)
- **荣誉:** “毕马威杯”管理案例分析全国十强邀请赛第三名, 优秀学生三等奖学金 (top15%)

项目经历

罗切斯特连锁零售品牌招商引资 - 教学实习

项目经理

美国, 罗切斯特

2020.2-2020.4

- 活用包括人口调查、Experian 市场细分、店面分布在内的多方数据, 结合多标签深度神经网络多标签和 LightGBM 形成预测模型, 确定最有可能在罗切斯特开展业务的零售品牌 Walgreens 及对应的邮政编码 14614;
- 根据选定区域同类品牌分布、交通发达程度及停车便利程度、房屋租赁成本等具体因素, 分析竞争与协同效应, 从可达性、可见性、可负担性等角度确定 Walgreens 的最佳选址;
- 与罗切斯特当地政府密切合作, 就数据选择、假设修正、模型优化等问题与行业顾问深入交流, 以此为据数十次修改并完善对应分析框架及模型, 并组织项目组共同制作面向目标公司的募资计划及路演材料

Mad Hatter 餐厅扩张战略 - Vision Consulting 校企合作咨询平台

咨询顾问

美国, 罗切斯特

2020.2-2020.4

- 通过对餐厅内部销售数据的统计分析以及对 Yelp 线上评论的文本分析, 评估其最近五年经营绩效, 明确餐厅用户画像, 同时预测未来五年开展特许经营的前景及可能的选址区域
- 甄别餐厅在菜品多元化、烹调创新性方面的关键优势, 并以此为依据升级其数字营销战略, 包括: 改善官网设计、丰富社交账号内容、精选 hashtag、优化搜索引擎检索

工作经历

杭州丹枫资产管理有限公司

财务分析, 日常实习

中国, 杭州

2018.5-2018.9

- 分析不同板块 70 余家上市企业的企业文化、公司架构、商业模式及财务状况, 分别评估投资对应公司的前景及风险, 独立撰写分析报告; 内容完整数据准确, 得到上级赞赏
- 积极参与每日例会及选股讨论, 协助团队建立核心股票池, 目前该项目正在良好进展中

毕马威会计师事务所 (香港)

审计, 暑期实习

中国, 香港

2017.8-2017.9

- 深度参与香港某大型房地产公司 2017 上半年的中期审计项目, 负责库存现金、银行存款科目的实质性测试程序并协助整理工作底稿; 工作细致认真, 得到了直系主管及部门同事的高度认可
- 独立校对、整合、总结该公司会计期间内共计 24 份董事会会议纪要

社团活动

浙江大学学生社团联合会

活动认证中心部长

中国, 杭州

2015.9-2017.6

- 作为社团文化节-精品活动系列项目负责人, 统筹并组织了包括精品活动联合宣传、活动跟踪及评估、活动评审会在内的所有活动; 参与社团 60 余家, 校内参与者超千人, 广受好评
- 在职两年与社团人维持紧密交流与合作, 推进春学期调研、“社团有话说”系列活动增强在职人员对社团了解的广度和深度, 协助“社团发展基金”帮扶中小型社团解决资金问题

兴趣技能

- 英语能力: 托福 (105/120)
- 软件能力: R; Python; SQL; Tableau; Stata; SPSS; Microsoft Office; 万德数据库

CHENXI SUSIE TAO

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EDUCATION

SIMON BUSINESS SCHOOL, University of Rochester - Rochester, NY

December 2020

Master of Science in Business Analytics (STEM-Certified) (3.90/4)

Available for full time work in May

Clubs: Simon Consulting Club; Simon Data Analytics Club; Simon Pricing Club

Pricing Track

SCHOOL OF MANAGEMENT, Zhejiang University - Hangzhou, China

July 2019

Bachelor of Management – Financial Management (3.78/4)

Honor: Scholarship Recipient (top 15%)

Clubs: Students' Association Union; Forum for American/Chinese Exchange at Stanford; Unilever Club

ANALYTICS PROJECTS

Practicum Project – Chain Business Attraction Analysis

Feb. 2020 – Apr. 2020

Leader

- Fed aggregated Experian Mosaic data into machine learning pipeline using Multi-label Deep Neural Network and LightGBM, predicted where national brands like to franchises, and turned our model outputs into business intelligence.
- Produced a polished pitch-deck aimed at a particular business that is informed by data, and crafted a data-driven strategy to government to attract investment and increase economic diversity of Rochester.

Vision Consulting Project – Mad Hatter Growth Strategy

Feb. 2020 – Apr. 2020

- Evaluated the business performance of Mad Hatter based on statistical analysis of sales data and text analysis of Yelp online reviews, and estimated the prospect of franchises in the coming five years.
- Combined current customer profiles with census data, predicted the optimal target market for next prospective franchise, and provided recommendations for relevant course of actions afterwards.
- Identified crucial merits and key messages of Mad Hatter, positioned brand for the franchise model, and updated promotional channels and tactics, especially in digital marketing.

Mathematical Modeling Contest – International Office Expansion

Mar. 2018

Honorable Mention

- Built predictive models with web-scraping data to forecast global language distribution trend, used Tableau and Esri for data visualization, and formatted the detailed report using LaTeX.
 - Interpreted the analytical results into managerial insights, recommended six potential new international offices accordingly, and advised on short-term and long-term operational tactics.
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PROFESSIONAL EXPERIENCE

DANFENG INVESTMENT MANAGEMENT Co., Ltd - Hangzhou, Zhejiang

May 2018 – Sept. 2018

Financial Analyst, Intern

- Evaluated financial condition and business model of 144 target companies based on annual reports and authorized journals, analyzed their investment potential and risks, dispatched two detailed research reports daily, and presented the simplified results directly to CEO.
- Addressed stock pick in weekly conferences and facilitated establishment of company's stock pool.

KPMG CHINA – Hong Kong

Aug. 2017 – Sept. 2017

Auditor, Summer Intern

- Assisted in interim audit for a leading real estate enterprise, executed desk research and participated in one-week field visit to evaluate its general performance.
 - Diagnosed risks of material misstatement through test of details for Cash In Bank.
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ASSETS & INTERESTS

- **Technical skills:** SQL; R; Python; Tableau; SPSS; STATA; MS Office; Adobe Suite; LaTeX.
- **Languages:** English (Business Proficient); Korean (Basic); Mandarin (Native Speaker).
- **Case Competition:** Won 3rd place in KPMG National Case Competition Final.
- **Leadership:** *Director of Student Association Union* managed a grand month-long festival event that attracted over 160 associations and 2,000 participants.