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) (3.88/4)   *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 (3.83/4)
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, 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 sales data and expositional teniques, 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.

Mathmatical Modeling Contest – International Office Expansion   Mar. 2018
Honorable Mentions
- 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.

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.

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.