

HAOYU CHENG

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HIGHLIGHT

- Actively look for a **data analytics/data science 2024 summer intern** position
- Proactive in identifying the analytical problem, designing a plan and solving problems
- Strong quantitative and analytical skills, statistical knowledge and good business acumen
- Self-started, attention to details, projects prioritization skills and a good team player

SKILLS

- **Technical Skills:** Python (Pandas, NumPy, Seaborn, Matplotlib, Plotly), R, SQL(MySQL, PostgreSQL)
- **Productivity:** Microsoft Word, PowerPoint, Outlook, Google Suite, Portfolio Writing
- **Domain Knowledge:** Market Research, Economic Modeling & Forecasting, Statistical Analysis, Project Management
- **Leadership:** Strategic Planning, Cross-functional Communication, Client Engagement, Process Development
- **Visualization:** Tableau, Power BI
- **Languages:** Mandarin (Native), Cantonese (Proficient), English (Proficient), French (Basic)

WORKING EXPERIENCE

Starbucks

Beijing, China

Shift Supervisor (youngest in the region)

Dec 2021 – May 2022

- Strategized SWOT-based clustering and identifying competitors and core customer segmentations within the region for 7 stores, leading to a **20% sales revenue increase YoY**.
- Led a team of 6 on an experiment to **A/B test SOP**, gather qualitative advice data from 150+ customers, and presented insights to district management heads, resulting in a 7.2% increase in customer satisfaction rate.
- Remodeled customer behavior analysis during the pandemic, creating sales and inventory dashboard visualizations with **PowerPoint** and **R Studio**, uncovering a monthly \$5k cost-saving opportunity.
- Developed and maintained regular contact with customers to coordinates their needs and product sale opportunities.

Barista Trainer

Sept 2020 – Nov 2021

- Communicated product launching details and coffee culture training for a store barista team of 50+ partners using a **product feature mind map**, earning a promotion from Barista to Shift Supervisor in 7 months.
- Provided exceptional customer service to 500+ people daily in a fast-paced environment, training 12 baristas to complete basic routines and coffee master training.
- Scheduled and organized weekly cocktail and coffee workshops, drawing 15+ customers each time to enhance customer satisfaction and loyalty, leading to a 31% increase in **customer retention rate** in 3 months.

LEADERSHIP & INVOLVEMENT

Strategic Market Analysis and Project Optimization Research

Shanghai, China

Project-based PTA for PwC

July 2020

- Created a roadmap to analyze the product launching schedule based on 3-years market performance dataset of competitors, resulting in a 13% increase in client revenue over the project duration
- Conducted in-depth market research, identifying a \$2 million growth opportunity for a client by recognizing an underserved agricultural product market in the Yangtze River area

Post-ARP Investment Trends – Momentum Strategy

Remote

Research Analyst, Co-Author

July 2020

- Examined the impact of President Biden's American Rescue Plan (ARP) on mid- and short-term investments with 6 different portfolios, revealing a 3.7% decrease in return rate with the ROI formula after plan implementation.
- Conducted research on momentum investing strategies in a 3-month term based on 200-days moving average price trend data to investigate the strategy's resilience against market volatility during post-pandemic recovery.

EDUCATION

Northeastern University

Boston, MA

Master of Science in Commerce & Econ GPA 3.9/4.0

Expected Dec 2024

Relevant Learnings: Commerce and Econ Development, Data Analytics with R, Statistics & Probability

University of California in Economics

Davis, CA

Bachelor of Arts in Economics

June 2023