

Juehui (Alice) Xiang

303 E Chalmers St #312 | Champaign, IL | (217)–979–0817

juehuix2@illinois.edu | www.linkedin.com/in/juehui-alice-xiang

EDUCATION

University of Illinois at Urbana-Champaign, Grainger College of Engineering Aug 2019 - May 2023

Bachelor of Science in Industrial Engineering (Track: Economics and Finance), Minor in Business GPA: 3.56/4.00

- Honors: James Scholar, Dean's List, Bernt O. Larson Award
- Relevant coursework: Design and Analysis of Experiments, Financial Engineering, Stochastic Process and Application, Linear Algebra, Facilities Planning and Design

University of Illinois at Urbana-Champaign, Gies College of Business Aug 2023 - May 2024

Master of Science in Business Analytics (Concentration: Data Analytics in Finance)

- Relevant coursework: Big Data Analytics, Enterprise Database Management, Machine Learning in Finance

WORK EXPERIENCE

JNC Study Abroad Platform Guangzhou, China

Market Research Analyst May 2021 - Present

- Led a team of 7 to conduct marketing research about student's college credit earning preferences and competitive landscape, analyzed key metrics, regarding tuition, quality of teaching, transfer of course credits, etc., and concluded increasing trend in clients' demand throughout the years by using **Python** to generate a line chart
- Researched multiple potential marketing channels for the study abroad platform and presented a detailed plan for social media advertisement and university sponsorship to the strategic marketing team
- Delivered presentation and information sessions for 250+ students, and served 50+ students for one-on-one academic planning and guidance, and increased sales by 321%

Accenture Shanghai, China

Business Analyst Intern May - August 2022

- Collaborated with an investment company and discussed the project goal to invest in real estate
- Researched and collected data from 10 companies' financial reports, and analyzed competitive companies' market trends, segmentation, investment opportunity analysis, and other aspects
- Developed a **SQL model** to automate data extraction and processing, applied data cleaning techniques to ensure the data quality and completeness, and provided summarized statistics with group members to support the client's business investment decision, utilizing **MS Excel model**

PROJECT EXPERIENCE

CNC Swiss Inc. - SE494/495 Senior Engineering Project Bloomington, IL

Set-Up and Changeover Time Reduction to Optimize Asset Utilization - Industrial Engineer January - May 2023

- Collaborated with a team of 3 to conduct workforce time studies and generated machine downtime reason charts using **Python**, leading to targeted process improvements and validated options for increased efficiency
- Implemented Single-Minute Exchange of Dies (**SMED**) process improvements resulting in a 10% reduction in machine downtime, leading to \$200k additional revenue. Developed a custom **MS Power BI** dashboard for data-driven decision-making and presented engineering and economic analysis within a 2-year payback period

SE261 Business Side of Engineering Champaign, IL

Package Delivery Drones Consulting Project - Business Analyst November - December 2021

- Collaborated with a team of 3 to conduct marketing research and organized the work timeline, collected data online to evaluate the cost and return for establishing drone delivery by Amazon
- Generated report and presented in front of 100+ audience and recommended further implementation in Amazon delivery drones

SKILLS AND LANGUAGES

Analytical Skills: Python, R, C++, SQL, MS Excel, Fusion 360, Arena

Languages: Mandarin (Native), English (Fluent)