Ziqiao Mao

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Education

University of Illinois at Urbana-Champaign, Gies College of Business
Master of Science in Business Analytics   Expected Graduation: May 2024

University of Minnesota Twin Cities, Carlson School of Management   Graduation: May 2023
Bachelor of Science in Business
Major in Marketing and Minor in Business Analytics   GPA: 3.6/4.0

Professional Experience

JingDong Logistics   Beijing, China
Data Analytic Intern ⁄ *Marketing Department*   *Jun* 2023-Sep 2023
- Collected, organized and analyzed supply chain related data via Excel Pivot Table. This includes inventory levels, transportation times, order volumes of JD Logistics operating process, then provided insights into optimizing the supply chain processes, the data came from the cleaned logistic data of July and August, which included over 50,000 data samples and I produced several visualized charts and comparison between data tables to clarify the trend of the business.
- Learned and utilized Enterprise Resource Planning (ERP) systems which is designed and operated by JD Logistics

University of Minnesota Twin Cities   Minneapolis, MN
Research Assistant ⁄ *Project George Floyd and Corporate Diversity*   *Nov* 2022-Apr 2023
- Collected data from news monitoring and search engines like Factiva, sorted out essential statistics such as how many times a company was mentioned under certain conditions, and organized data in Excel charts;
- Used JSON and ggplot in R Studios to establish data models and visualize analysis results;

Gorenje Electrics, Hisense Group   Qingdao, China
Marketing Intern ⁄ *Marketing Section*   *Jun* 2022-Aug 2022
- Provided analysis reports, including collating sales data of company products in China, producing pivot tables by region, sorting out sales data, using Merge Function in R Studio to execute data reshaping, visualizing the influences of different variables on sales performance.
- Carrying out competitive analysis based on videos, pictures, and statistical materials and highlighting advantages of company products in terms of parameters, technologies, pricing, etc.
- Cooperated with the sales department, including timely handling demands from salesmen, maintaining regular customers, and exploring potential customers; finishing an 80-page sales training material based on the case study of Asko, summing up practical sales skills, and providing references for salesmen training.

Project Experience

Brand Strategy Analysis of Vans Under VF Corporation   Minneapolis, MN
Analyst   *Sep* 2022-Dec 2022
- Crawled data such as financial statements, industry growth statistics, company news, etc.
- Summarized the distribution strategies of different brands under VF Corporation and confirmed the strategic position of Vans.
- Applied Porter's Five Forces Model to analyze the market positioning of Vans in the shoe industry.
- Listed competitive advantages of Vans and detected its differentiation focus brand strategy.

Marketing Plan for Espro Electric Cleaning Coffee Press   Minneapolis, MN
Marketing Analyst   *Feb* 2023-May 2023
- Proposed differentiation strategy based on the product information and design concept.
- Analyzed its marketing positioning by making a comparative analysis with existing coffee presses and identified potential customer demands for coffee-making efficiency.
- Employed SWOT to tap the product's strengths, weaknesses, opportunities, and threats.
- Implemented 5C analysis to tease out company background, corporate strategy, partners, and competitors.

Skills

- Language: English (fluent); Mandarin (fluent)
- Technology: Proficient in RStudio, SQL, Python, Mathematica and Tableau