

Hanyu Jia

Waltham, MA | 781-999-4157 | hjia@brandeis.edu | www.linkedin.com/in/hanyu-jia-667b572b6 |

EDUCATION

Brandeis School of Business and Economics **Waltham, MA**
Candidate for Master of Science in Business Analytics (STEM-Designated) 08/2025 - 12/2026
Relevant Coursework: Data Analytics, Python and its Application to Business Analytics, Marketing Management

Sichuan Agricultural University **Chengdu, China**
Bachelor of Science in Economics, Concentration in Finance 08/2020 - 06/2024

TECHNICAL SKILLS

Programming Languages: Python, SQL, R, SAS, STATA

Computer Software: Advanced Microsoft Excel, Tableau, Power BI

Analytics: Data Warehousing, Data Visualization, Predictive Modeling, Marketing Analytics, Data Mining

WORK EXPERIENCE

Acne Studios **Shanghai, China**
Client Services & Digital Operations Intern 04/2024 - 08/2024

- Supported the APAC sales performance review by consolidating regional data, generating quantitative analysis reports, and identifying key sales drivers to inform quarterly business planning
- Oversaw end-to-end order operations, including confirmations, modifications, and returns; ensured data accuracy in the OMS system and resolved client issues through cross-team coordination

Moët & Chandon **Yinchuan, China**
Merchandising Intern 12/2023 - 04/2024

- Coordinated supplier negotiations and contract drafting with LVMH Group's partner vendors, ensuring commercial terms aligned with brand requirements, compliance standards, and operational timelines
- Collected and analyzed market and retail feedback in collaboration with the merchandising and sales teams; synthesized insights into weekly briefs to guide in-store product presentation and promotional planning
- Produced four comprehensive product performance reports combining sales data, stock levels, and market trends; delivered recommendations that supported purchasing decisions and optimized inventory turnover

Bank of Communications **Yinchuan, China**
Customer Manager Assistant Intern 07/2022 - 10/2022

- Performed quantitative analysis on client transaction data using Excel pivot tables and statistical functions to segment customers by value tier and churn likelihood, providing data-driven insights that supported relationship management priorities
- Compiled and presented weekly analytical reports integrating customer activity metrics, product sales performance, and feedback trends; identified key behavioral patterns and recommended data-backed marketing actions to enhance engagement

ACADEMIC PROJECT

Brandeis School of Business and Economics **Waltham, MA**
Amazon Sales Analysis 09/2025 - 12/2025

- Performed data wrangling, database design, data manipulation, and advanced SQL analysis on a simulated Amazon e-commerce dataset, delivering four comprehensive reports

ACTIVITIES/SKILLS

Activities: The Ninth iSTART Art Festival (Field Execution, Summer 2023), *Exploring Corporate Social Responsibility (CSR) as a Core Value*, Study Proposal (Author, Fall 2023), *Gem Tiger* Project (Visual Design, Summer 2023)

Languages: Chinese Mandarin (Native), English (Fluent)