

Lu (Lucia) Cai

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EDUCATION

- 2022 - 2024** **London Business School, London, UK**
Masters in Analytics and Management
Key Courses: Decision Analytics and Modelling, Empirical Finance, Machine Learning for Big Data
- 2019 - 2022** **University of Minnesota - Twin Cities, Minneapolis, MN, US**
B.S. in Statistics, GPA: 3.73/4.00
Key Courses: Applied Statistics, Statistical Computing, Financial Accounting
Activities: Undergraduate Consulting Club (2020 - 2022); "Top Member" of CLA Business Club (Fall 2019)

BUSINESS EXPERIENCE

- 2022 - Present** **OLIVER-WYMAN, Shanghai, China**
Consulting
Part-time Assistant (3 months)
 - Executed desk research of 30 top international schools in China by industry benchmarking and expert interview, encapsulated key success factors of school construction
- 2022 - 2022** **180 DEGREES CONSULTING, Minneapolis, MN**
Consulting
Consultant (5 months)
 - Directed competitive analysis for a domain hosting company, analyzed profitability of 3 subscription models, evaluated pros and cons of implementing a new subscription model
- 2021 - 2021** **FOSUN RZ CAPITAL, Shanghai, China**
Venture Capital
TMT Investment Group Intern (3 months)
 - Performed due diligence on a chain restaurant in China, comprised a 30-page investment report covering an analysis of competitive landscape and historical financials
 - Examined operational and financial data of ~10 target companies, built DCF models on valuing companies
- 2021 - 2021** **TENCENT, Beijing, China**
Internet and Technology
Business Analyst Intern (2 months)
 - Encapsulated localization strategies for growing cross-border opportunities by benchmarking overseas news market in MENA and examine operational data metrics of 10 local news apps
 - Studied anchor news patterns by scanning top 300 accounts on a weekly list of 5 social media apps, compiled user needs of different product forms to tap Tencent News's advantages of differentiation
- 2021 - 2021** **HUAGAI CAPITAL, Beijing, China**
Private Equity
TMT Group Investment Intern (3 months)
 - Comprised a 15-page investment report of vertical-industry SaaS, evaluated growth drivers and competition landscape, assessed target companies on product traits and financial performance
 - Conducted monographic studies on carbon neutral and cosmetics industry, supporting investment decisions by participating in ~5 expert interviews and preparing research reports
- 2020 - 2021** **GGV CAPITAL, Beijing, China**
Venture Capital
Marketing Intern
 - Designed interview outlines for 20+ startup founders in SaaS, EdTech and Consumables sectors by researching on business models, products and market competition

ADDITIONAL INFORMATION

- Technical Skills** Microsoft Office, Programming with R, Python and SQL, Social Media Platform Operation
- Leadership** Team leader of Oliver Wyman Case Competition; led analysis of sales chain of automobile OEM industry to formulate market entry strategies
Financial Director of CLA Business Club; managed \$2,000 operation budget
- Clubs** LBS Consulting Club, Women in Business Club
- Languages** Mandarin (native), English (fluent)
- Sports** Swimming (National Second-level Athlete), Snowboarding, Sailing