MINHAO YAN

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Experience

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| **Mitsubishi Turbocharger and Engine Europe** | **January 2016 - Present** |
| *Business Analyst and Project Leader – Independent Aftermarket* | *Almere, NL* |

* Improve Turbocharger Aftermarket business in a data-driven approach to achieve sustainable growth.
* Translate the business insights to projects of business tactics with data analysis from multiple data sources.
* Automate the proven data analysis to data-driven decision-making process with reporting and BI tools for stakeholders.

**Selected Leading Projects**

* Create a data-driven guidance for sales team to increase customer satisfaction. With it, sales team can strategically balance visits and marketing resources to B2B customers in terms of customer value and market potential to the company.
  + Segment all B2B customers into a 2D matrix. RFM analysis is used to evaluate the customer value to the company. Market potential is given by registration car volumes in each customer’s country per number of customers in that country.
  + Automate the data collection and analysis process in Python. Data are from ERP and EC open database. Machine Learning K-Means Clustering method is used for offer dynamic and automatic segmentations.
  + As a result, both small and key customers are now having better services. The sales team feedback that it’s easier to plan long-term visits, the small and potential customers now have more personal supports by visiting, and key customers have resources for joint marketing campaign.
* Increase KPIs by translating insights from Google Analytics to an improvement project. The gap between customer searches and product category has been filled with new sourcing plan from global factories. KPIs for both Sales Volume and Supply/Search Ratio have been improved after the project.
  + The gap between Supply/Search has been identified. Google Analytics Tag Manager and company B2B Webshop has been configured to collect search terms. Search data have been cleaned and compared with MHI Global Product Database. A list of missing products are created sorted by search frequency.
  + An improvement project has been created to fill the gap. Together with purchase team, it is investigated that where can each missing product be purchased from MHI global factories.
  + Meanwhile, marketing plan has been developed to promoted new-added products. Together with marketing team, new-added products are sent via newsletters, and direct link-to-buy has been set up to provide customer one-bottom purchase experience.
  + As a result, KPIs are increased after 6 months of initial project implementation. Supply/Search Ratio has been improved from 70% to 95%. Sales volume increases contributed by new-added products are observed as well.
* Automatic Reporting and Interactive Business Intelligence tools has been developed.
  + Develop automatic reports for all stakeholders to make data-driven decisions with IBM Cognos Report Studio. Sales team receives Customer Sales Performance Report each week by email for planned customer visiting. Stock planner can have real-time report Order vs. Purchase for recommended actions of stock replenishment. Order processor uses the report for First-In-First-Out planning.
  + Develop Interactive BI for sales team with Microsoft Power BI with mobile friendly layout. Individual Product Sales trend can be compared with Life-Cycle Model, so the data-driven Pricing Strategy can be made. Each Customer Sales Portfolio can be compared to identify abnormality, which can be investigated together with customer.

Experience (Continue)

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| **Ford Motor Company** | **November 2012 - February 2014** |
| *Product Planning and Strategy Analyst* | *Shanghai, CN* |

* Develop and Update Product Electrification Strategy for Asia Pacific Market.

**Selected Leading Projects**

* Product Portfolio Analysis.
  + Develop and update a time-line matrix for all player’s new electric cars launch plan. Benchmarking Analysis is made for specifications development.
  + As the result, a set of data-driven strategy recommendations are given to management for when and what cars to bring to market to achieve competitive advantages.
* Electrification Intelligence Database.
  + Collect electrification-relevant intelligence from news, marketing researches, government reports, and car shows, extract keywords, and formalized into a database.
  + As a result, weekly and monthly intelligence reports are given to management and other analysts to update the market sense for decision-making.

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| **SAIC Motor R&D Center** | **July 2010 - November 2012** |
| *Product Configuration Engineer* | *Shanghai, CN* |

* Digitalization of Market Features. Feature codes are assigned with common/variation analysis in car platform. In combination of logic conjunctions, correct BOM list can be generated for each car model automatically.

**Selected Leading Projects**

* Develop Automated Error-detect Process.
  + Excel VBA prototype tool is developed and Engineer System is upgraded later to integrate the tool.
  + As a result, several times of production line-stop risk has been detected and prevented.
* Publish Corporate Standard for Use of Feature Code
  + The process of the feature digitalization has been formalized and standardized.
  + As a result, new team member can use it as training documents and production team can use it to read engineering feature code

Education

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| **TIAS Business School** | **September 2014 – December 2015** |
| *Full-time MBA* | *Tilburg, NL* |

* Scholarship for Future Leaders
* Graduate Cum Laude
* A-Grade in Finance , Management Accounting, Innovation Management, and Graduation Thesis
* 10/10 in Quantitative Method, Management Control

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| **Jilin University** | **September 2006 – July 2010** |
| *Bachelor in Automotive Engineering* | *Jilin, CN* |

* A-Grade in General Physics, Theoretical Mechanics, Mechanical Theory, Engineering Graphics
* Best Player Reward for Universities Debating Tournament

Skills and Competencies

* Python, SQL, Microsoft NAV Dynamics(Admin), Power BI(Developer), IBM Cognos Report Studio(Developer), Excel
* English(Professional Working Proficiency), Chines(Native), Dutch(Elementary)
* Process Improvement, Data Analysis/Warehousing, Machine Learning, ERP Project Management, ERP System Administration