

**Qianhui Li**  
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## Education

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| <b>UW-Madison</b><br>MS in Agricultural & Applied Economics<br>GPA: 3.5/4.0  | Aug 2018-May 2020 |
| <b>Purdue University</b><br>Bachelor of Science in Agricultural Economics<br>GPA: 3.85/4.0<br>Honor: Dean's List & Semester Honors<br>Scholarship: Rex Hall Scholarship, 2017-18 academic year | Aug 2016-May 2018 |
| <b>China Agricultural University, Beijing</b><br>Bachelor of Science in Agricultural Economics<br>GPA: 3.37/4.0<br>Third-class scholarship, Sophomore  | Sep 2014-Jun 2016 |

## Field of Interests

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Data Analysis (Economic Analysis, Marketing Analysis, Business Analysis, Policy Analysis)  
Agribusinesses, Resource and Energy Industry, Research Institutions

## Skills

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Proficient in Microsoft Office tools (e.g. Excel, Word, Power Point)  
Programming languages: R, Python, Stata, SQL  
Business management software: SAP experience  
Version control: GitHub  
Language: Mandarin (native), English (fluent)

## Internship Experience

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| <b>Tianjin Derit Seed LLC, Shandong, China</b> | Jul 2015-Aug 2015 |
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### Marketing Intern

- Engaged with local farmers through marketing promotional campaigns
- Recorded sales, forecasted future customer demand, and sales and promotional budgets
- Conducted market analysis through both quantitative and qualitative methods

### COFCO Corporation, China

Jul 2016-Sep 2016

### International Trade Intern

- Participated in business decisions about peanut products export to Japan & Europe
- Assisted with export coordination in arranging shipping, confirming the order, and releasing invoices
- Oversaw peanut products demand changes and reported to the production department

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| <b>China Institute of Land Prospecting and Planning, Ministry of Land and Resources of the People's Republic of China, Beijing</b> | Jun 2018-Aug 2018 |
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### Land Policy Evaluation Intern

- Conducted quantitative data analyses on survey result of land policy in China's rural area through cost and benefit analysis to evaluate the effectiveness of land policy
- Assisted with the national strategic project *-The Strategy of Rural Vitalization* by coordinating with officers to stay up-to-date with recent worldwide research outputs
- Translated and interpreted technical and scholarly papers into a form that is accessible to the public audience and provide the appropriate context for application
- Internship report "Case Study Comparisons among China, the U.S. & France on Shared Farms"

## Researches

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### **The Satisfaction of Auto-Lockers in Logistic of Food** Jul 2015-Jul 2016

University Research Program, China Agricultural University

- Heng Zhao and Jingning Feng (2016). "Satisfaction of Auto-Lockers in Logistic of Food, China Agricultural University Research Program Bluebook"
- Used campus auto-lockers as an exemplary target to evaluate customers' satisfaction about using the auto-lockers as the "Last-mile delivery terminal" of fresh vegetables and meat
- Interviewed leading food companies' management teams and surveyed campus customers, then collected data and used Excel to analyze & visualize the data

### **Bank Marketing Campaign Prediction** Sep 2019-Dec 2019

Capstone Project, Master Professional Thesis, UW-Madison

- Applied machine learning and causal inference models to the bank marketing campaign
- Identified the best model in predicting customers' responses and the key driver through R

### **The Value of Better Data Analysis** Sep 2019-Dec 2019

Cost & Benefit Analysis Project, UW-Madison

- Fnu G., Peter M., Mike S. & Mark S. (2019). "The Value of Better Data Analysis"
- Worked for Talip Kilic, Senior Economist at the World Bank Development Data Group
- Used detailed budgetary information and time-stamps from data collection to weigh the benefits of improved LSMS survey methods on agricultural crop yield measurement in Uganda against their costs in terms of better data through Stata
- Ran simulations to identify agricultural extension program treatment effect between self-reported yield measurement and crop-cutting yield measurement, and suggested agricultural investment shift between large farmers and small farmers in Uganda

## Class Projects

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### **Bayer AG Financial Project**, Purdue University Feb 2017-May 2017

- Conducted financial ratio analysis to evaluate Bayer AG's financial performance and profitability
- Compared crucial financial ratios of Bayer AG to its competitors and give suggestions

### **BASF U.S. & Land O' Lakes Case Studies**, Purdue University Mar 2018-Apr 2018

- Assessed BASF U.S. & Land O' Lakes' external and internal environments, key success factors, core competencies, strategies, and opportunities
- Reported the results to BASF U.S. business system and analytical manager Brady Spangenberg & Land O'Lakes CEO Chris Policinski

### **Capsim Business Simulation**, Purdue University Jan 2018-May 2018

- Reported sensor company marketing results to the board of directors as the marketing manager
- Decided prices, sales & promotional budgets, and forecasted demands in high/low-tech segments

### **Energy Saving Program Evaluation**, UW-Madison Dec 2018-May 2019

- Conducted energy-saving program analysis on the effectiveness of Opower Home Energy Report and Rhode Island Energy Efficiency Program in the U.S. through R and econometric models
- Interpreted statistical significance and created data visualizations

### **Customer's Credit Card Payment Default Analysis**, UW-Madison Jul 2019-Sep 2019

- Predicted the credit card payment default for a Taiwan-based credit card issuer and identified the key driver through R and machine learning methods
- Selected the best model for the issuer to predict default, adjust its future strategy and credit limits

## Volunteer Experience

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### **Gapper International Voluntourism**, Indonesia, Bali Jan 2016-Feb 2016

- Interviewed local farmers about the agricultural situation in Indonesia
- Taught local farmers basic agricultural economic knowledge to compete with large entities

## References

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### **Jian Tang**

China Institute of Land Prospecting and Planning  
Director of Land Policy Centre  
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Wechat: tudizhengceyanjiu

### **Andrew E Oppy**

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### **Professor Guanming Shi**

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Available upon request