

# CHENGYUAN (MURPHY) WU

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## EDUCATION

**Master of Science in Business Analytics**, Rady School of Management 12/2025

University of California, San Diego, CA

● Relevant Coursework: SQL, Customer Analytics, Data Visualization, Machine Learning, Statistical Modeling

**Bachelor of Economics, International Economics and Finance** 06/2024

Shanghai University of Finance and Economics, Shanghai, China

## EXPERIENCE

**Data Analyst Intern**, AstraZeneca, Shanghai, China 06/2023 - 10/2023

- Facilitate CWPC (Cough and Wheeze Pharmaceutical Care Clinic) project, mainly responsible for data analytics in market access and retention and regular organization of large-scale standardized training sessions
- Created dynamic Excel pivot tables and visual dashboards to track and evaluate hospital sales performance, identifying high-value clients and regional growth opportunities
- Monitor the Top 1000 hospitals, tracing key metrics rolling 3M, rolling 3M+MTD, and YTD. Update weekly to support analysis of medicine purchase growth and identify high-value clients
- Conduct monthly standardized training for cough and asthma pharmacists, and hold national training sessions to address inhalant use issues and improve symptom control and pharmaceutical services

**Data Analyst Intern**, Meritco Services, Shanghai, China 04/2023 - 06/2023

- Carried out benchmark analysis on client's and its competitors' products, correlated conversion rates at different stages of sales funnel, and pinpointed reasons behind discrepancies in conversion rates
- Generated data visualization reports leveraging Tableau, helping clients enhance data-driven decision-making and optimize sales performance

**Business Analyst Intern**, Shanghai Zendai Himalaya Network Technology, Shanghai, China 11/2022 - 12/2022

- Researched domestic and international audio media trends, compiling competitive analysis reports with data-backed insights on market growth and revenue potential
- Conducted STP (Segmentation, Targeting, Positioning) analysis, utilizing data analytics to refine business strategy and improve platform market positioning
- Created interactive dashboards with pivot tables and dynamic charts to track user engagement metrics (exposure rate, click rate, payment rate), supporting strategic decision-making

## PROJECTS

**Financial Project Mentored by a senior Data Scientist at Meta** 08/2023 - 10/2023

- Extracted public data on Yahoo Finance deploying python and analyzed future trend direction
- Developed Tableau dashboards to visualize stock price volatility and market trends, enabling data-driven investment insights
- Conducted industry-based comparisons to identify customer segments based on stock fluctuation patterns

**Business Simulation Project**, Strategic Management, Shanghai University of Finance and Economics 02/2022 - 05/2022

- Simulated financial activities, optimizing transfer pricing to reduce taxes, determining transportation costs, balancing debts, and managing dividends and stock repurchases
- Organized weekly team meetings to pursue and monitor team performance, proposed plans for next round operation, and finally achieved second highest cumulative shareholder return among all groups

## SKILL & COMPETENCIES

- **Programming & Data Analysis:** Python (NumPy, Pandas, Matplotlib, Sklearn), SQL (MySQL, PostgreSQL), R
- **Data Visualization & BI Tools:** Tableau, Power BI, Google Analytics, Excel (Pivot Tables, VLOOKUP, Macros)

## PROFESSIONAL AFFILIATIONS & LEADERSHIP

**Student Council Leadership**, Shanghai University of Finance and Economics 09/2020 - 06/2021

- Led planning and execution of a major university gala, overseeing scriptwriting, rehearsals, and event coordination
- Collaborated with students and professional scriptwriters, coordinating rehearsals and ensuring smooth event execution