

EDUCATION

University of California San Diego | Term GPA: 3.9/4.0

Jul 2024 - Present

Master of Science in Business Analytics

San Diego, US

- **Relevant Coursework:** Business Analytics, Collecting and Analyzing Large Data, AI-Math and Programming for Business Analytics, SQL and ETL, Business Analytics in Marketing, Finance, and Operations

University of Nottingham

Sep 2020 - Jun 2024

Bachelor of Science in Finance, Accounting and Management | GPA: 3.9/4.0

Nottingham, UK

- **Relevant Coursework:** Business Economics, Computers in Business, Quantitative Methods I & II, Economic Principles, Database Design and Implementation, Analytical Thinking, Information Technology, Accounting Information Systems

PROFESSIONAL EXPERIENCE

Alibaba Group

Jun 2023 - Sep 2023

Business Analyst Intern, Cainiao Smart Logistics Network

Hangzhou, China

- Conducted data extraction, iterative refinement of metrics, data visualization, and data analysis, ensuring robust data support for the business team; cooperated with product and research teams to construct and iterate data products with SQL and Alibaba's internal visualization platform (i.e. PowerBI)
- Completed monitoring, maintenance, anomaly tracking, and analysis of daily metrics and generated regular reports to evaluate the outcomes of business actions and perform attribution analysis, providing professional recommendations for business trends
- Proposed feasible strategies to enhance business performance by delving deeper into relevant factors, such as delivery sites' lifecycles and attrition rates
- Created a ChatGPT-based product for Alibaba's Cainiao Logistics networks
 - Delineated the context-specific scenarios for employing ChatGPT in business analysis and furnished data support for the technical development team
 - Oversaw trials and testing to spot issues, recommending improvements for the product' iterative enhancement; seamlessly integrated regular business functions into the product, enabling all teams to communicate on the product platform and collaboratively create intelligent and digitized data products

Shanghai Guantouchang Culture Communication Co., Ltd.

Jun 2022 – Aug 2022

Market Analyst Intern

Shanghai, China

- Market Insights Analysis
 - Conducted comprehensive marketing analysis of the catering industry, emphasizing Sean's Kitchen's customer segmentation
 - Gathered a robust dataset of 4,000+ responses via surveys and interviews, primarily targeting private and public online communities, followed by data cleansing, validation, and exploratory data analysis with visualizations using Tableau
 - Utilized advanced data analysis techniques, including statistical analysis and RFM modeling, to generate over 20 key insights into current industry trends and future growth opportunities within niche markets
 - Offered data-driven recommendations for brand positioning, product development, and iterative improvements
- Product Development
 - Conducted comprehensive market research and analysis to support the incubation and development of new products, utilizing product matrix strategies and e-commerce data to create actionable insights for presentations and discussions
 - Designed tailored questionnaires to assess brand characteristics and gain insights into diverse customer lifestyles and needs
 - Implemented iterative product development through 5 rounds of enhancements, culminating in a successful launch of a diverse product matrix catering to various market segments

LEADERSHIP EXPERIENCE AND PROJECTS

Loan Default Detection on Alibaba Cloud Competition | Team Leader

Feb 2024

- *Feature Engineering and Analysis:* Utilized domain knowledge to create meaningful features, conducted correlation and multicollinearity analyses, and explored interaction features to enhance model predictive power and accuracy
- *Dimensionality Reduction:* Applied dimensionality reduction techniques (PCA, t-SNE) to optimize feature space, and leveraged feature importance rankings from ensemble models (Random Forest, Gradient Boosting) to focus on impactful predictors, reducing computational complexity and refining model performance

L'Oréal Brandstorm (Top 50) | Team Leader

Mar 2022

- *Data Collection and Analysis:* Collaborated on developing a data collection system, including questionnaire design, sample selection, distribution, and quality assessment, successfully gathering over 300 valid samples in a week; conducted in-depth analysis of target customer segments using regression to identify pain points and generate actionable insights
- *Product Development:* Analyzed customer data to identify gaps in the colorblind market, conceptualized shopping experiences, and designed products addressing key scenarios; developed an integrated product ecosystem with a chip-coated ring and online apps, combining functionality and social attributes, and refined the "Color Bring" product through 7 iterative cycles

SKILLS

Software: Python, SQL, R, Tableau, PowerBI, GPT, Microsoft Office

Languages: English (Fluent; IELTS Speaking 7.5); Chinese (Native)