Kehang Qin

Phone: +1 8582813806 | Email: qinkh1009@gmail.com

EDUCATION

University of California, San Diego   Jul 2024 - Jun 2025
Master of Science in Business Analytics - Rady School of Management   San Diego, USA
Key Courses: Business Analytics, Customer Insights, Market Strategy, AI for Business, New Product Development

University of Melbourne   Mar 2021 - Feb 2024
Economics - Bachelor of Commerce   Melbourne, Australia
Key Courses: Market Behavior, Quantitative Analysis, Decision Making, Experimental Economics

University of Edinburgh   Sep 2023 - Dec 2023
Exchange - College of ArtsHumanities and Social Sciences   Edinburgh, UK
Key Courses: Interactive retailing, cross-border and cross-cultural management, marketing and society

WORK EXPERIENCE

Yicun Capital Co., Ltd.   Mar 2024 - Jun 2024
Project Management Intern   Shanghai
- Conducted preliminary evaluations for potential equity investment projects, assessing financial performance, market prospects, and competitive landscape to determine investment potential.
- Provided data-driven insights and analysis to support management's decision-making on whether to proceed with further due diligence.
- Conducted in-depth research on key industries, such as the MR hardware sector, tracking technological advancements, market dynamics, and competitive landscape.

Alibaba Consulting   Nov 2022 - Feb 2023
Market Research Intern   Remote
- Conducted data mining and consumer behavior analysis in the retail and pharmaceutical industries to support targeted marketing and user experience optimization.
- Applied SPSS, MATLAB, and linear regression models to forecast pharmaceutical company performance, assisting in strategic planning and decision-making.Delivered data-driven reports on market trends, product performance, and financial evaluations to optimize business and investment strategies.

PROJECT & LEADERSHIP EXPERIENCE

Creative Gaming Marketing Optimization   Feb 2025
- Led a 4-member team to optimize paid marketing strategies using Uplift Modeling and Propensity Modeling, enhancing customer acquisition and conversion rates.
- Designed and executed A/B tests, leveraging data analysis to refine targeting strategies and improve ad performance.
- Developed and compared Uplift and Propensity models to predict users' purchase intent based on advertisement placement, increasing purchase intention rates.
- Conducted modeling analysis using Pyrsm with logistic regression, neural networks, random forests, and XGBoost, evaluating model effectiveness through AUC, incremental profit calculation, and other key metrics.

Intuit QuickBooks Upgrade Campaign   Jan 2025
- Developed an optimized email marketing strategy using Logistic Regression and Neural Network models, using AUC, ROME, and profitability calculations to predict which businesses are most likely to purchase upgrades in second email campaigns.
- Collaborated with marketing and product teams to refine customer segmentation and targeting, improving precision in customer outreach. Provided data-driven decision support for target group selection, optimizing marketing effectiveness and corporate profitability.

Amazon Video Game Ratings & Customer Insights   Dec 2024
- Led a project analyzing 27 years (1996–2023) of Amazon customer reviews to predict video game ratings, leveraging data collected by McAuley Lab.
- Cleaned and processed raw data, filtering for meaningful features such as price, platform source (Nintendo, PlayStation, Xbox), review text length, and sentiment indicators.
- Developed and tested multiple models, including baseline, bias, and linear regression models, to predict user ratings, achieving optimal results with linear regression while minimizing overfitting.
- Identified key factors influencing customer sentiment and product satisfaction, created a market recommendation report to provide actionable insights for game developers.

RESEARCH EXPERIENCE

AWS Industry Research Competition   Apr 2022
Championship winner   Remote
- Led a 4-member team to complete a comprehensive industry research report within a month, successfully presenting findings in an online pitch and winning the final competition.
- Conducted a macro-level analysis of the renewable energy industry, evaluating global policies on carbon neutrality, market demand for lithium-ion batteries, and the overall industry value chain.Analyzed battery cost reduction strategies by comparing CATL and BYD's battery designs and supplier strategies.

Jacaranda Stock Association   Aug 2022 - Dec 2023
Research Leader
- Organized and managed industry research competitions, enhancing team collaboration and presentation skills.
- Conducted an in-depth analysis of Federal Reserve interest rate hikes, evaluating their impact on the macroeconomy, financial markets, and commodity prices, and presented findings in weekly meetings.

SKILLS, CERTIFICATIONS & OTHERS

- **Skills:** A/B Testing, Business Analytics, Market Research, Python, SQL, Tableau, Excel, R
- **Languages:** Native Mandarin, Fluent English