GAO, PEIYAO (BRIAN)

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EDUCATION

Master of Science in Business Analytics, Rady School of Management, GPA: 3.90   12/2024
University of California, San Diego, CA
- Relevant courses: Business Analytics, Customer Analytics, Collect/Analyze Big Data, Analytics in Marketing/Fin&Ops

Bachelor of Art, Mathematics, University of Washington (UW), Seattle, WA, GPA: 3.45   06/2023
- Minors in Applied Mathematics
- Relevant courses: Linear Optimizations, Discrete Optimizations

EXPERIENCE

Business Analyst & Marketing Research Intern, Tekan Technology, GuangZhou, China   04/2023 - 08/2023
- Led exploration of AIGC startup for US market entry by analyzing top US and Chinese AIGC firms, utilizing Lark and Python
- Created standardized templates for international market research, enabling strategic navigation of foreign market challenges. My findings, presented to the marketing head, received high satisfaction for their actionable insights

Data Analyst Intern, Lions Financial, New York, NY   10/2022 - 12/2022
- Addressing the need for insightful investment strategies, I led the analysis of client stock prices using Python and R to visualize trends. This action provided clearer investment insights
- Tasked with leading the Marcus & Millichap Investment Research Analysis project, my team and I conducted comprehensive risk and stock index analyses. Our thorough approach successfully completed the project with enhanced risk strategies
- To improve research efficiency, I streamlined the data collection process achieving a 29.77% reduction in research time. Focusing on increasing project output, I initiated cross-functional team collaboration, which led to a 19.67% increase in output

Investment Analyst Intern, Shanxi Heyuan Industrial, Xi'an, Shanxi, China   06/2022 - 09/2022
- Managed research and analysis on investment opportunities in the healthcare and energy industries in Shanxi
- Crafted financial models and valuation analyses using Python to evaluate investment project returns and risks, contributing to an 8.78% revenue increase quarterly
- Collaborated with cross-functional teams, including legal, finance, and operations, to finish the evaluation of the led investment projects

Human Resource Data Analyst Intern, Beijing ByteDance Technology, Beijing, China   06/2021 - 09/2021
- To improving recruitment strategies and HR workflows in a dynamic organizational environment. I Analyzed and reported on personnel and administrative data using Excel, Matlab, and Lark
- Partnered with interdisciplinary teams to address and resolve HR challenges, boosting organizational efficiency and elevating employee satisfaction
- Researched industry trends and best practices, pinpointing avenues for refining HR processes and methodologies

PROJECTS

Deciphering the Impact: The Paris Agreement and Global Energy Trends, Collect/Analyze Big Data, UCSD   09/2023
- To illustrate the worlds' use of renewable energy post Paris Agreement. I employed linear regression analysis on collected data and presented insights using scatterplots, histograms, and box plots
- Executed and validated simulation outcomes using permutation tests to ensure the accuracy and reliability of findings
- Presented the results to the class and professor, got a 4.0 GPA.

Computer Simulations and Research Project: Predator-Prey Model Analysis, Applied Math, UW   11/2022
- Investigated predator-prey model, emphasizing influence of prey refuges on system dynamics
- Designed computer simulations to illustrate equilibrium point limit cycles and conducted a stability analysis of the system's equilibrium

SPECIALIZED SKILLS

- **Languages/Coding:** Python, R, SQL
- **Tools:** Lark, Tableau, Excel
- **Certifications :** Coursera Google Data Analytics (In progress), Business Analytics