
EDUCATION**Master of Science in Business Analytics**, Rady School of Management

12/2025

University of California, San Diego, CA

GPA: 3.46 / 4.0

Relevant Courses:

SQL and ETL; Customer Analytics and AI ; Fraud Analytics; SQL and ETL; Business Analytics

EXPERIENCE**International Business Intern, Industrial and Commercial Bank of China , Hangzhou, China** 08/2023 – 09/2023

- Assisted in daily operations related to trade finance, RMB cross-border settlement, and foreign exchange services
- Collected and organized exchange rate data, client files, and annual business reports to support team reporting
- Gained hands-on understanding of international banking operations and was highly praised by supervisors for diligence

Industry Analyst Intern, China Securities Co., Ltd., Beijing, China

07/2023 - 08/2023

- Conducted industry and macroeconomic research in the investment banking department to support strategic initiatives
- Independently completed data analysis tasks with strong attention to detail, enhancing report efficiency and accuracy
- Received formal recommendation for high performance, initiative, and excellent teamwork during internship

Marketing Strategy Intern, Intuit Inc., San Diego, CA

02/2025 – 03/2025

- Built predictive models (logistic regression and neural networks) to forecast direct mail response from 75K small businesses
- Evaluated strategy profit under real-world assumptions (response decay, cost per mail) and proposed mailing criteria
- Generated a mailing list for 22.5K customers, maximizing campaign ROI while minimizing waste

PROJECTS**Analyzing Key Revenue Drivers in China's Large Catering Enterprises**

- Built a multivariate linear regression model using EViews to analyze the impact of variables such as enterprise count, urban consumption, population, and road mileage
- Diagnosed multicollinearity, heteroskedasticity, and autocorrelation to ensure statistical robustness
- Derived data-driven insights for policy recommendation and revenue optimization strategies

02/2022

Targeted Mobile Ad Optimization, TZ Gaming, Advanced Predictive Modeling, UC San Diego

- Built logistic regression models on 87K+ ad impressions to predict CTR using user behavior
- Validated model with decile analysis, gains curves, pseudo R^2 , and confusion matrix to evaluate targeting performance
- Compared internal and vendor-predicted CTR for ROI and breakeven analysis over 20M impressions
- Recommended targeting strategy that maximizes return on marketing expense while minimizing unnecessary ad costs

12/2024

Capstone Project – Escondido Union School District (EUSD), San Diego, CA

- Collaborating with a K–8 school district to build an analytical tool that tracks student performance trends and identifies achievement gaps using Python and Power BI
- Conducting data mapping across iReady, CAASPP, and attendance/behavior datasets to support descriptive and predictive modeling
- Designing interactive dashboards to visualize growth patterns by grade, school, and student subgroups, with drill-down capabilities

05/2025

SPECIALIZED SKILLS

- **Languages/Coding:** Python, SQL, ETL, A/B Testing, R
- **Modeling Techniques:** Logistic Regression, Neural Networks, A/B Testing, CLV Modeling
- **Tools:** VS Code , Power BI, SQL Developer,R, iFind, Tonghuashun , Word, PowerPoint, Photoshop
- **Languages:** Mandarin Chinese (Native), English (Fluent)