

Wei (Steven) He

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QUALIFICATIONS

Programming Languages: Python, SQL, R, SPSS

Data Visualization: Python (pandas, matplotlib), R

Databases: MySQL, Google BigQuery

Highlights: Clustering, Regression, Predictive Modeling, Machine Learning Algorithms, Supervised Learning

EDUCATION

Cornell University Ithaca, New York

M.Eng. Master of Engineering Management (Track: Data Analytics and Product Management) 08/2021-12/2022

Core Courses: Data Analytics, Business Data Analysis with SQL, Product Management, Data Driven Marketing

Southwest Jiaotong University Chengdu, Sichuan

B.Eng. Bachelor of Safety Science and Engineering (Graduated with Distinction, top 3%) 09/2017-06/2021

Core Courses: Probability & Mathematical Statistics, C Language, Engineering Economic Analysis, Management

ACADEMIC PROJECT

Machine Learning: Analysis of the Relationship between Facebook Advertising Campaign and Customer Conversion Rate | R

- Cleaned and filtered market variables through Sensitivity Analysis, eliminate variables irrelevant to user decisions.
- Trained and optimized machine-learning models (Analysis Logit, Ordered Logit Modeling, and Classification Tree).
- Analyze the relationship between advertising campaign and customer conversion rate, and investigate the factors that can affect a customer's buying decision and concluded that the Impression, Clicks on the Ads, Spent, Interest are four key factors which will affect customers decision-making when shopping.

WORK EXPERIENCE

Huawei, China *Cloud Product & Marketing Manager Intern* 05/2021-08/2021

- Acquired 11 leading enterprise customers in various fields and promoted Huawei Cloud products, providing optimized data cloud solutions, saving enterprises an average of 10 million yuan in costs each year.
- Designed product solutions for different companies according to their actual needs and pain points, and help our department complete the semi-annual set sales target (20 million yuan).
- Mastered the basic knowledge of cloud services, big data storage and computing, and the Internet of Things.

ENTREPRENEURSHIP

SEED *Founder, Data Analyst* 03/2021-07/2021

- SEED is a WeChat Public Account for students who intend to study abroad, and we provide services such as background improvement, school selection and career planning for them.
- Used SQLite and Excel to retrieve students' background data from over 10 schools and performed people analytics to provide actionable suggestions on school selection and constant background improvement.
- Pulling out data with R and Excel, visualizing the data to provide constructive advice, and forming the reporting slides for students and their parents' review.

Beenthere *PSG (Peer Support Group) leader* 03/2020-08/2020

- Beenthere is an International Online Youth Mutual Aid Community, which is an Entrepreneurship Project from Harvard University, aiming to provide psychological comfort to those visitors who need help under Covid-19.
- Gathered a group of 10 people from the United States, Canada, China, and other places, and designed various interesting online activities to help them establish mutual connections and supports.
- Collaborated with team members to drive adoption and change management as well as gather end-user feedback, while developing a shared vision for capabilities in and across the Mental Health.
- Used SQL and Excel to retrieve and analyze social conditions, objective and subjective factors that troubled my group members and gave them personalized suggestions. (In only two months, I got the highest praise (A+) and return rate (100%) in the project, brought nearly ten thousand dollars in revenue to the company within two weeks).