

# Bofan Dong

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## EDUCATION

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**The University of Sydney** Sydney, Australia

Master of Commerce, Business Analytics & Business Law July 2015 – October 2017

Core courses: Financial Time Series and Forecasting, Predictive Analytics, Data Science in Business, Statistical Learning and Data Mining, Business Operations Analysis, Marketing Principles

**The University of Nottingham Ningbo China** Ningbo, China

BA (Hons) International Business with French August 2011 – July 2015

Core courses: International Business Strategy, International Business Environment, Consumer Behaviour, Strategic Management, Marketing Strategy, Financial Accounting

## WORK EXPERIENCE

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**SXL Research (A Swedish Consulting Company)** Shanghai, China

PTA September 2017 – December 2017

Responsible for 'Roof Coating Market Entry Project', 'The Screening of Potential Subject of The Purchase in Automotive Electronics' and 'Market Trend Analysis of Medical Dressings'

- Data collection and industry arrangement, including cold call, desktop research and store visiting
- Complete competitive product analysis, estimate market size, predict market performance and write analysis report
- Build models, get familiar with the tools for data management and analyzing, including MySQL, Excel and Python
- Regularly report to the clients about the progress of the project, provide the clients with professional business advice

**SSPAI (The Biggest Platform of Digital Consumption Guidance)** Shenzhen, China

Contract Technical Writer January 2016 – Present

- Produce reports about product experience and expertise suggestions. The word count of total articles reaches 120,000, the largest view count of single article reaches 60,000, many articles have been reposted by NetEase and ZAKER.
- My article <iPad Pro Academic Guide> gets the prize of sspai 2016 Competition, and has more than 45,000 views and more than 300 likes.

## PROJECT EXPERIENCE

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**Australian Securities Exchange Stocks Return and Risk Forecast** May 2017 – June 2017

- Use ARIMA, ARCH, AR-GARCH and AR-GJR-GARCH models to simulate time series of five
- Calculate and evaluate each model's accuracy by comparing simulation results and real price with RMSE and MAD
- Forecast the price and volatility of 5 stocks in 504 days, compare the performance of these stocks and their portfolio, finally the High Return Weighted Portfolio gets the best performance.
- Use VaR to evaluate 5 stocks' future risk and profitability level, then provide investment suggestions.

**Market Analysis of Blackmores's New Product Development** March 2016 – June 2016

- Build Database and complete the analysis and track for the data of Australian merchants' sales and consumers' feedback
- Research on competitors, complete the evaluation and analysis of competitors' market performance, brand value and development trend, then write analysis report.
- Cooperate with local expertise, use SWOT, PEST and Ansoff's Matrix to analyse Swisse's New Product Development

## SKILLS & Hobby

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Software: PyCharm, Anaconda, MATLAB, Tableau, Final Cut Pro, Adobe Photoshop, Sketch, Microsoft Office

Language: Chinese, English (CET 6 and IELTS), French (Three years of full-time French learning experience)

Hobby: Football, Music, Travel, Technology, Writing, Reading

# 董博帆

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## 教育背景

### 悉尼大学

悉尼, 澳大利亚

商业分析硕士 & 商业法学硕士

2015 年 7 月 – 2017 年 10 月

核心课程: 时间序列分析与预测, 预测分析学, 商业数据科学, 统计学习与数据挖掘, 商业运作分析, 市场营销原理

### 诺丁汉大学

宁波, 中国

国际商务 & 法语学士学位

2011 年 8 月 – 2015 年 7 月

核心课程: 国际商务策略, 国际商务环境, 消费者行为分析, 战略管理, 市场管理, 财务会计

## 工作经历

### SXL Group (瑞典咨询公司)

上海, 中国

PTA

2017 年 9 月 – 2017 年 12 月

负责“屋顶节能材料市场进入项目”、“汽车电子收购案潜在并购标的筛选”和“医用敷料市场趋势分析”

- 资料收集、梳理行业格局, 包括 cold call、桌面研究、实地店访等方式
- 完成竞品分析、估算 market size、预测市场表现、撰写分析报告等, 包括 PESTLE、SWOT 等方法
- 搭建模型、熟悉各类数据管理分析工具, 包括: MySQL 数据库、Excel、Python 等
- 定期向客户跟进项目进度, 为客户提供专业的商业建议

### 少数派 (中国最大的数字消费指南平台)

深圳, 中国

签约作者

2016 年 1 月至今

- 输出产品体验报告, 提供专业消费指导。共计撰稿近 12 万字, 单篇最大阅读量接近 6 万次, 多篇文章获得网易、ZAKER 等多家媒体的转载
- 撰写的《iPad Pro 学术指南》荣获少数派 2016 年度征文比赛优秀奖, 超过 57000 的阅读量和超过 360 的点赞数, 文章基于移动设备的学习流程与应用体系, 探索了 iPad Pro 在学术领域实现生产力的可能性

## 项目经历

### 澳大利亚证券交易所上市股票效益与风险预测

2017 年 5 月 – 2017 年 6 月

- 在 Python 和 MATLAB 上利用多个模型来模拟 5 只股票历史价格的时间序列, 包括 ARIMA、ARCH、AR-GARCH、AR-GJR-GARCH 等模型
- 根据时间序列的模拟结果和真实价格, 计算和评估各模型的精确度, 使用了包括 RMSE、MAD 等衡量尺度
- 预测 5 只股票在未来 504 天内的价格与波动, 并横向比较各支股票及其投资组合的预测表现, 根据回报率权重组建的投资组合获得最佳表现
- 通过 VaR 评估五只股票在未来的风险和盈利能力并作出投资建议, 使用了包括 VaR 的期望、标准差等衡量尺度

### 澳大利亚 Blackmores 公司 (澳洲最大的保健品品牌) 新产品市场分析

2016 年 3 月 – 6 月

- 搭建数据库, 完成对澳洲本土商家和消费者用户口碑的数据分析与追踪
- 竞争对手调研分析, 完成竞争对手的市场表现、品牌价值以及发展趋势的评估分析等, 并撰写分析报告
- 对接澳大利亚专家, 通过 Ansoff's Matrix、SWOT、PEST 等方法深入分析新产品发展方向及其应用前景, 向 Blackmores 公司提供相应的解决方案

## 兴趣爱好与技能

软件: PyCharm, Anaconda, MATLAB, Tableau, Final Cut Pro, Adobe Photoshop, Sketch, Microsoft Office

语言: 中文、英语 (CET-6、雅思)、法语 (三年的全日制法语学习经历)

爱好: 足球, 音乐, 旅行, 科技, 写作, 阅读