Xinyang GAO
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EDUCATION BACKGROUND

Cornell University   2024.08-2025.06
Master in Operations Research and Information Engineering (Data Analytics Stream)   Ithaca, New York
- **Major GPA:** 4.1/4.3

The Chinese University of Hong Kong, Shenzhen   2020.09-2024.07
Bachelor (First Class Honor) in Financial Engineering (FinTech Stream)   Shenzhen, China
- **Major GPA:** 3.7/4 (Rank: 9/66)
- **Awards:** Half-tuition & Bowen Scholarship (2020-24), Dean's List (2020-24)

INTERNSHIP EXPERIENCE

Shenzhen Institute of Data Economy   2023.09-2024.05
Part-time Research Assistant on Industrial Digitalization   Shenzhen, China
- **Data Evaluation:** Evaluated millions of supply chain data to explore the pain points such as inefficiency, overdue, and overstock/understock using Python.
- **Empirical Research:** Conducted a series of empirical research, including testing the relationship between data quality and business performance, and testing pricing strategies and its bullwhip effects.

Vivo Mobile Communication (Shenzhen) Co., Ltd.   2023.07-2023.09
Data Analyst Intern, Department of Artificial Intelligence   Shenzhen, China
- **Model Pre-training:** Contributed to the pre-training of a large language model. Tested the text-generating ability of the pre-trained model and modified the training data strategies.
- **Data Crawling:** Developed web crawlers to get training data from 100+ high-quality websites using JavaScript. Evaluated the data quality problems of the crawled websites to construct evaluation models.
- **Large-scale Cleaning:** Analyzed millions of crawled data and formulated cleaning rules to filter low-quality data using Python. The false positive rate after cleaning was below 0.3%.

Shanghai iTracker Consulting Co., Ltd. (iResearch)   2023.05-2023.07
Big Data Marketing Intern, Department of Consumer Business   Shanghai, China
- **Auto-labeling:** Designed and improved the automation of the cleaning and labeling process for 20,000+ social media data using Python. The auto-labeling rules had an accuracy of 98%+.
- **Social Media Analysis:** Provided digital marketing insights for client brands through 10+ analytical weekly reports on search engine index, social media trends, customers' focus using Python.
- **Market Research:** Conducted market research to track the market trends of client brands. Analyzed and visualized indicators such as buzz volume and social media engagement using Python.

PROJECT EXPERIENCE

Textual Analysis of the Hosts' Descriptions and Consumers' Comments on Airbnb   2022.09-2022.12
Based on the open data of Melbourne Airbnb, using data analysis tools such as Python and Tableau, and using natural language processing methods, to reveal the similarities and differences between hosts' focus and users' focus through analyzing the keywords and topics in users' comments and hosts' descriptions.

Marketing Plan for St. Regis in the Post-pandemic Era   2021.09-2021.12
Looked into the recovery of tourism and international business transactions. Analyzed the opportunities and challenges of the hotel industry in the post-pandemic era, combining public data and questionnaire data, to provide creative ideas for the marketing plan of St. Regis in mainland China.

SKILLS

Language Skills: Mandarin (Native); English (Fluent, TOEFL: 105)

Computer Skills: Programming (Python, Java), Database (SQL), Visualization (Tableau, Power BI), Mathematical and Statistical tools (R, MATLAB, Stata, SPSS)