

Xiao Fei

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Educational background

Columbia University

September 2021 - December 2022

Master of Science in Business analytics

University of British Columbia

September 2018 - June 2021

Bachelor of Arts, Major in economics and minor in finance

- ✓ related courses: macroeconomics, microeconomics, financial accounting, intermediate financial analysis, linear algebra, economic management, monetary finance, probability, market management and enterprise strategic management.
- ✓ GPA: 4.0/4.33 (list of College awards 2019-2020).
- ✓ Award: trek Excellence Scholarship for continuing students (2019).

Work experience

International Alliance Associates

October 2020 - December 2020

Data Analyst Intern

- ✓ study user trends and habits, capture the essence and law of experience, track the industry and analyze competitive products, provide implementable and constructive opinions for product decision-making, and use statistical models and technologies, including OLS regression, time series modeling and machine learning to study the return rate of mattress industry.
- ✓ use SQL to call and adjust the company's database, analyze user feedback data, deeply analyze user value proposition, coordinate internal production and research resources, and promote cross departmental user experience process optimization.
- ✓ responsible for analyzing market, economic and technical data operation, mainly responsible for product R & D, launch, promotion and iteration, including: deeply excavating the pain points of the whole process, designing service products, integrating advantageous resources in the platform, creating service experience, and making the service run through the whole link before, during and after sales.
- ✓ work performance: use tableau to visualize the data results and finally present them to the company in the form of 7 pages of PPT. Its main functions include data unification, data customization, data visualization and data analysis. It is an application platform for big data, mainly undertaking operation monitoring, refined operation Data overview (market data, attribution map), behavior analysis, user analysis, goods analysis, etc.

Tencent

August 2020 - September 2020

Business Research Intern

- ✓ providing services to customers and meeting their needs, lead the customer manager to do a good job in the marketing development of new customers and the maintenance of customer relations with existing customers, do a good job with customers through different channels and platforms, and do a good job in the public relations operation of the branch.
- ✓ according to the issued phased or daily business indicators, combined with the situation of team personnel, decompose the performance, keep following up the performance of the person in charge, provide support for the development of business, collect the market information of China's vertical e-commerce through the network, and determine the market scale and Prospect of 11 classified industries.
- ✓ work performance: wrote reports on leading enterprises and emerging enterprises in the field of vertical e-commerce, including the scale, core competitiveness and development potential of each company.

Skill certificate

- ✓ computer skills: Microsoft office software, python, SQL, R, Stata, tableau.
- ✓ language: GRE 321, studying abroad for ten years, English can be used as the working language, Mandarin, and Cantonese.