Mingyu(Jasmine) Qu

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EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE — Singapore
Master of Science in Business Analytics, Specialization: Big Data & Consumer Analytics Aug 2020 – Aug 2021
- GRE: 333 │ CAP: 4.88/5.0
- **Coursework:** Data Management and Warehousing, Big-Data Analytics Technology

SHANGHAI UNIVERSITY OF FINANCE AND ECONOMICS (SUFE) — Shanghai, China
Bachelor of Economics, Finance (Honored Class) Sep 2016 – Jun 2020
- GPA: 3.72/4.0 (Top 5%) │ Dean's List │ First Prize of People's Scholarship │ Guo-Bingwen Social Scholarship
- **Study-abroad program**: Economics, Erasmus School of Economics, Erasmus University Rotterdam
- **Coursework:** New Research Methods in Maketing (Data-oriented), Big Data and Network Analysis

WORK EXPERIENCE

EBAY — Shanghai, China
Business Analytics Intern (iCBT Buyer Analytics Team, China Analytics Center) Dec 2019 – Jun 2020
- Forecasted annual Active Buyer number and GMV in 4 regions (APAC, Latam etc.) on a monthly basis using Inactive Period Model; reported to Finance department for budget decision making
- Generated 3 buyer data reports such as Buyer Funnel Dashboard with *R Shiny* to achieve the weekly tracking of website traffic and user sessions, facilitating internal stakeholders' business diagnosis
- Migrated 10+ analytical pipelines and reports from Teradata data warehouse to Spark, accelerating data management update process within the team
- Set up 4 automation jobs to refresh dashboard data and update weekly reports using *R* and *Hive SQL*

TERADATA — Shanghai, China
Assistant Developer & Data Analyst Intern (Shanghai Rural Commercial Bank Team) Mar 2019 – Jun 2019
- Delivered the Credit Card Customer Segmentation project for automatic targeted marketing using *Python*
  - Created customer persona out of 100,000+ customer records by *Tableau*; communicated prior findings with Credit Card department for feature tuning and model refinements;
  - Identified 15 customer groups using K-means Clustering for customer lifecycle management in the next step
- Extracted data from Enterprise Data Warehouse for 4 bank-level business requirements by utilizing ETL tools and *Teradata SQL*; the data extraction work smoothed data reporting process for 3 departments

CHINA CONSTRUCTION BANK (CCB) — Jiangsu, China
Risk Management Intern (Risk Management Department) Jul 2017 – Aug 2017
- Gathered data and performed statistical analysis for consumer loan projects; implemented individual credit models such as Credit Scoring Model, sustaining risk below the bank's monthly target
- Fully analyzed 20+ risk regulation cases in regard to consumer loan; drafted 2 loan servicing reports and gave presentations to risk manager as the intern representative in department meetings

RESEARCH EXPERIENCE

MARKET-DRIVEN NETWORK CAPACITY PLANNING FOR UPS — Singapore
Team member │ Adviser: APAC Data Science Team from United Parcel Service (UPS) Nov 2020 – Dec 2020
- Investigated value proposition of having network flexibility at the Asia Pacific Hub; modelled the network flexibility problem using linear programming under three demand distribution assumptions by Gurobi
- Recommended deploying flexible path under normal distribution modelling in non-deterministic senario, which provided UPS team with valubale insights for future international shipping plans

EMPIRICAL FINANCE RESEARCH IMMERSION — Shanghai, China
Team member │ Adviser: Professor Wei Jiang from Columbia Business School Oct 2018 – Mar 2019
- Finished 4 assignment reports with different sub-topics concerning U.S. merger and acquisitions (M&A)
- Carried out statistical analyses of 350,000+ public firm observations and 10,000+ takeovers ranging from 1980 to 2017 covered by databases (SDC/ WRDS) in *Stata*; flexibly preprocessed data according to different assignment goals
- Explored the determinants of takeovers by conducting three types of regressions; examined the valuation impact of M&A on acquirers and targets by conducting short-term and long-term event studies

ACTIVITIES AND SKILLS

- Computer Skills: Python; R; Spark; SQL; Tableau; HTML; XML
- Activities: Member of SUFE Volunteer Association; Member of Thousand-Village Survey 2019
- Github: https://github.com/Jasmine-Qu