Zhijiao (Cathy) Chen

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EDUCATION

Brandeis University International Business School **Boston, USA**
*Master of Science in Business Analytics(3.97/4) Dean'*s Scholarship **12/2020(Expected)**
Relevant Coursework:
Analyzing Big Data, Machine learning, Econometrics with R, Python in Business Analytics, Information Visualization, Computer Simulation/Risk Assets, Financial Management, Forecasting in Finance and Economics

Fudan University **Shanghai, China**
Bachelor of Science in Chemistry, Minor in Economics **06/2019**
Outstanding Graduate Honor; University Scholarships

WORK EXPERIENCE

ABclonal Technology **Woburn, Massachusetts, USA**
Marketing Analyst Intern **05/2020 - 08/2020**
- Utilized marketing platforms, such as Google Ads, Google Analytics. Assist and prepare marketing analysis reports on dynamic customer behavior data, marketing campaign performances and market trends.
- Analyzed customer behavior based on historical order data for the past three years. Divided customers and portrayed customer image, defined customer loyalty, and promoted different campaigns according to customer segmentation.
- According to the user path of the official website, analyzed related recommended products of popular products. Cooperated with the IT department to establish a recommendation system to enrich the company's e-commerce system.

Roland Berger **Shanghai, China**
PTA of Healthcare Department **01/2019 - 03/2019**
- Sought potential partners for Merck's new R&D center by analyzing 100+ universities, 20+ innovation centers and 20+ government sectors in China. (industrial policies, talent policies, etc.)
- Conducted cold calls with experts in the healthcare industry and led a team of 7 to research China's pharmaceuticals and healthcare industry to find the best filter criteria, which helped the client choose 20+ suitable partners.

Henkel AG & Co. KGaA **Shanghai, China**
Pricing Analyst Intern **07/2018 - 01/2019**
- Estimated reasonable future price by evaluating historical price trends, company strategies and tariffs to fulfill annual revenue targets.
- Established a price inquiry system for more than 5000 adhesive products using Pivot Tables and V-lookup, helping improve price inquiry efficiency (inquiry time cut by a few hours).
- Analyzed the price of products in 8 regions on a monthly cadence by focusing on net profit margin and price impact.
- Generated monthly dashboards using Tableau, presented results to product managers which helped them make marketing decisions and communicated monthly price change with colleagues in 4 countries.

ACADEMIC TEAM PROJECT

Analyzing Value-at-risk/Expected Shortfall with hedge process(Python) [link] **05/2020**
- Used Python to estimate Value-at-risk (VaR) and Expected Shortfall (ES) of a portfolio between normal period and coronavirus period to determine whether put option is a useful risk reduction tool in normal period and extreme period.
- Generated an essay on Value-at-risk/Expected Shortfall with hedge process and provided recommendations for future reasonable risk aversion in the presentation.

Time Series Forecast about Boston Home Price Index [link] **05/2020**
- Visulized raw data in R to study the underlying structure of the data series and explored the trend and seasonality, analyzed stationarity using Dickey-Fuller test, established time series models and selected the best model (ARIMA) based on lowest RMSE.
- Implemented the ARIMA model to forecast future Boston Home Price Index. Interpreted the results and provided suggestions to the real estate industry.

Energy Utilization Forecasting Project (R) **04/2020**
- Collected energy usage data of different universities on Kaggle and merged various data sources using R.
- Performed exploratory data analysis and established ML models (Linear Regression, Random Forest etc.). Interpreted the model results an d provided actionable suggestions to help universities better control and save energy.

Analyzing Grocery Shopping Behavior (SQL) [link] **11/2019**
- Built SQL indexes and tables; Wrote complex queries to perform efficient data extraction and analysis.
- Explored grocery shopping behavior based on various dimensions. Performed data visualization in Python.
- Generated reports and presentations on grocery shopping behavior and gave recommendations for future business topology.

SKILLS
- Languages: SQL, Python, R, PySpark
- Analytical tools: Tableau, MS Office Suite, Google Analytics, Google Ads, Bing Ads, Salesforce, Adobe Acrobat DC