

Benhuang (Chris) Qi

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EDUCATION

Brandeis University International Business School	Waltham, MA
Master of Science in Business Analytics (STEM-Designated)	09/2019 – 12/2020
<i>Relevant Coursework:</i> Entrepreneurship and prototyping, Big Data with SQL, Python for Business Analytics, Marketing Analytics with R, Machine Learning with python & R, Business Dynamics	
Shanghai University of Engineering Science	Shanghai, China
Bachelor of Engineering in Mechanic Engineering (Automobile) (Sino-US cooperation)	09/2015 - 06/2019

WORK EXPERIENCE

Bridge Financial	Waltham, MA
Data Analyst Intern	06/2020 - 09/2020
<ul style="list-style-type: none">Created a data pipeline from retrieving data from HubSpot using API keys to data manipulation as well as visualization in the form of a monthly updated dashboard using dash in Python	
DTISE	Shanghai, China
Product Manager Intern	06/2019 - 08/2019
<ul style="list-style-type: none">Designed the CEO Dashboard product from idealization to preproduction finals.Researched the product idea of finding the top 25 trail sales location as well as identifying loyal and high-value customer using AI prediction technologySorted out resource websites for web scraping and designed user interface for a fashion trend search engine productConducted Industry research and decided on parameters to put in for a new sales-forecast product	
The Nielsen Corporation, Customer Insight Team, Auto Vertical MNC Division	Shanghai, China
Data Analyst Intern	06/2018 - 06/2019
<ul style="list-style-type: none">Used LAC system to create 12 segmentations for more than 4000 luxury car owners in China, validated findings through focus group discussionCompleted brand analyzing case on MI Ecology Chain System for GM Motor's Onstar departmentHelped Nielsen Social Intelligence Division evaluate 2018 KFC CP Burger Campaign: wrote queries to derive 100,000+ feedback data from Sina Weibo's database, and analyzed KFC burger social feedback statistics	
Abbott Diabetes Care, Marketing Department	Shanghai, China
Marketing Intern	06/2017 - 09/2017
<ul style="list-style-type: none">Mastered Baidu Statics to Trace performance by KOLs to optimize marketing investment decisions and gained knowledge of medical instrument marketingCompiled Industry Rival Report on company's biggest rival, Johnson & Johnson; utilized SWOT analysis models to devise growth strategies for companyProduced and sang RAP song to promote new product on Wechat official account; achieved highest-ever page view propaganda song to colleagues.	

Project/Research

Brandeis University	Waltham, MA
Tambu Interchangeable High-heels, Rapid Product Prototyping class	
<ul style="list-style-type: none">Conducted market research and customer survey using QuadraticsDeveloped go-to market strategy and pricing & revenue modelUsed 3D printing to create MVP and pitched to gain school fund for startups	

SKILLS/ACTIVITIES

Technical Skills: Axure, Mysql, R, Python, Tableau, HTML, CSS, JavaScript, Vensim, Trifacta, Auto-CAD, MS Office
Activities: **First prize**, 2016 National Speech Contest; **Captain**, SUES Choir (120+ choir members)
Languages: Chinese (Fluent), English (Fluent)