

Xinyu (Luchia) Chang

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA)

Expected December 2024

- Optimization, SQL & Basic Data Management, Machine Learning for Decision Making

UNIVERSITY OF ROCHESTER

Rochester, NY

B.S. Business, Finance Track

August 2018 - May 2023

- GPA: 3.75/4.0 | Dean's List 2019-2021 (Top 30%)
- Applied statistical methods, Financial management, Business modeling with excel, Business info. system and analytics

TECHNICAL SKILLS

- Programming Language: Python, Java, R, SQL
- Software: Tableau, Microsoft Excel (PivotTables, VLOOKUP, INDEX/MATCH, and Data Tables), Microsoft PowerPoint

WORK EXPERIENCE

CHINA MERCHANTS SECURITIES

Shenzhen, China

Asset Management Dept. Intern

June 2023 – August 2023

- Conducted an in-depth data study of 500+ short-term bond funds from leading fund management firms using R. Through Linear Regression, identified a rising trend in recent returns and ANOVA revealed monthly opened bond funds as standout performers. Guided the company's decision to launch a new project capitalizing on this insight
- Collaborated with four institutional client service teams, consolidating weekly progress. Highlighted essential performance metrics and crafted concise reports, aiding supervisory decision-making

CATORINI

Shenzhen, China

Co-Founder

April 2022 - Present

- Launched a \$34K startup in Nanshan, Shenzhen targeting millennial cat-lovers; analyzed upscale residential trends, found 85% occupancy with \$1,200 average rent and 28% cat ownership; 60% apartment mobility highlighted demand, guiding CATORINI's location for premier boarding and grooming services
- Conducted an extensive survey of 50+ multi-animal shops within 10km, analyzing offerings and sales using R. Developed CATORINI's competitive pricing strategy tailored to target demographic's preferences
- Executed viral marketing on Dazhongdianping and Meituan (China's Yelp equivalents), securing 90K views and \$1,300 monthly revenue. Pivoted to Dazhongdianping due to 15% higher retention, enhancing ROI

CHINA PACIFIC INSURANCE

Shanghai, China

Finance Dept Intern

May 2021 - July 2021

- Reviewed China Pacific's financial metrics, including premium collections and revenue diversification across sales channels and product offerings, benchmarking against the top 3 industry contenders. Identified a lower premium renewal rate and proposed strategic enhancements
- Redesigned the Excel monthly report format for a new OA system, enhancing compatibility, expediting reporting, and simplifying user interaction

GUOTAI JUNAN SECURITIES

Shanghai, China

IBD Summer Analyst

June 2019 - September 2019

- Assessed 150+ medical start-ups for IPO potential, analyzing growth rates, product competitiveness, and potential risks. Curated a top 5 list, with one now publicly listed.
- Successfully designed an equity incentive plan for Guotai Xindian Co., Ltd to go public after referring to the equity incentive plans of other listed companies in the same industry

CHINA DRAGON SECURITIES CO., LTD.

Lanzhou, China

Project Manager Assistant

May 2018 - July 2018

- Analyzed due diligence reports on Foren Pharmaceuticals for the M & A process
- Assisted in forensic investigations related to compliance using public information

PROJECT EXPERIENCE

Research on the High-Quality Development Path of Yasheng Group

- Conducted research on the Yasheng Group and offered suggestions for operational improvement, including identifying new avenues for profit growth, amplifying engagement in capital markets, optimizing cost-efficiency, boosting profitability, and exploring equity-based incentives
- Analyzed advantages of multiple companies in the agricultural sector and advised Yasheng Group on R&D talent acquisition and leveraging land and forestry resources for better performance