XUEYING LIU

London, UK • +86 15801070172 (China) +44 07376 094964(UK) • 964603342@qq.com

EDUCATION

London Business School (LBS) **London, UK**
Masters of Analytics and Management   GMAT: 740 2022.8-2023.9
Beijing Institute of Technology (BIT) **Beijing, China**
Bachelor of Science in Electronic Information Engineering, School of Information and Electronics 2017.8-2021.6
[GPA] 91.4/100 **[Honor]** Beijing Outstanding Graduate/ China National Scholarship/ First-class BIT Merit Scholarship (top 5%)
[Exchange Experience] Semester exchange in the Hong Kong Polytechnic University (Major: Accounting and Finance)

PROFESSIONAL EXPERIENCE

Xiaohongshu App (Xingyin information technology (Shanghai) Co., Ltd) **Shanghai, China**
Strategy Intern, Community Strategy Team 2022.5-2022.8
- Monitored dynamics(in content/product/UG) of Xiaohongshu's competitor products(e.g. TikTok), wrote 12+ weekly competitor product reports & 3+ Financial Report analysis reports, helped determine Xiaohongshu app's strategic focus several times.
- Provided strategic analysis for internal projects like targeted user growth(UG)/ key content category construction/ multi-terminal apps, all the projects are successfully implemented and some of them are decided as long-term projects.
- In the targeted UG project, analyzed user data(like DAU/retention to find the type of users Xiaohongshu lacks and their content preference with R/Excel), conducted desk research(target category competitor analysis/user behavior analysis), churnuser research (questionnaire design & interviews), expert interviews, to help specify the user growth methods.

Huatai Investments (the strategic investment platform of Huatai Securities, CVC) **Beijing, China**
Investment Intern, Investment Department 3 2022.1-2022.5
- Facilitate a AI/IT Infra investment project by writing a 40-page industry research report about AI-pretraining, covering market conditions analysis, competition landscape, technology/industry trend, key products assessment, and competitive barrier analysis.
- Sourced IT Infra/Fintech-related VC-stage deals(in areas like AutoML/Lakehouse) considering the digitalization demand of Huatai's IT service, conducted cold calls&interviews, successfully selected some potential projects as Dept's investment options.

Saif Partners (the former "Softbank Asia Infrastructure Fund", VC) **Beijing, China**
Industry Analyst Intern 2021.4-2021.8
- Independently conceived/wrote 2 industry research reports about AI/Industrial Internet for team's investment reference.
- Interviewed the founders/clients of potential investment start-ups(&took notes), summarized the risks & potential of each project, discussed with the investment manager for further actions; projects covered areas like AI/Industrial Internet/Robotics/E-health.

Siemens Ltd., China **Beijing, China**
Analyst Intern, Department of Strategy and Development, Digital Industry Group 2020.9-2021.1
- Collected market information, analyzed high-tech industries like 5G communication from the aspects of development trend, market condition, supply chain, etc., drew slides to help determine the company's product development strategy/direction.
- Based on Tableau, visualized/analyzed the multi-dimensional (dimension>10, incl. region distribution, time cycle, historical success rate, etc.) data of potential projects(to form a dashboard), selected those with highest success rate to discuss with the sales team for further cooperation.

PROJECTS & ACTIVITIES

The sentiment analysis and time series analysis for product design & launch 2020.3
Mathematical Contest in Modeling (USA) (Second/H Prize), Team Leader
Based on Python, Matlab and NLP, analyzed the part of speech, sentence's structures, emotion tendency and the specific emotion objects of some online reviews of the targeted sorts of products on Amazon, did Time Series Analysis on the sales data. The result indicated the key features of the specific products that customers cared about and the time pattern of the market conditions. Provided suggestions for the design & launch of some new products of the same kind.
Supporting education program in Sino-Russian border area 2018.7
As one of the leaders, deeply engaged in the recruitment & training of our team members, and the design and implementation of extracurricular activities during the program, meanwhile served as the English teacher. The program provided educational support/resources for nearly 80 students in primary school in China's border areas (Heilongjiang Province).

SKILLS & OTHER INFORMATION

[Language] English (IELTS 7.5/ CET6 641), Mandarin (Native Speaker)
[Skills] C/C++, Python, Matlab, Sql, R, Tableau, Wind, Visio
[Academic Competition] 1st Prize in Beijing Division of China Undergraduate Mathematical Contest in Modeling/ Beijing Integrated Circuit Design Contest for College Students/ China National English Competition for College Students
[Interest] Musical, Modern Drama, Skiing, Skating, Kpop