

Minghao Wang (He/him/his)

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RESEARCH INTEREST

Marketing decisions, digital marketing, business analytics, customer satisfaction, customer experience, pricing and promotion, decision analysis, forecasting.

EDUCATION

Doctor of Philosophy (Ph.D.) in Marketing August 2024– **Expected** August 2029
Eli Broad College of Business, Michigan State University, East Lansing, MI

- GPA: N/A

Master of Science (M.S.) in Management Business Analytics and Intelligence August 2021 – May 2023
Weatherhead School of Management (WSOM), Case Western Reserve University, Cleveland, OH

- GPA: 3.71/4.00
- MBAI Program Graduate Assistant - WSOM
- Data Analyst Internship - CWRU Procurement and Distribution Services

Master of Science (M.S.) in Marketing Research August 2020 – August 2021
Eli Broad College of Business, Michigan State University, East Lansing, MI

- **#1 Ranked** MS in Marketing Research Degree Worldwide (Eduniversal, 2019)
- GPA: 3.77/4.00
- Graduate Research Assistant, Marketing Department, Summer 2020

Bachelor of Arts (B.A.) in Psychology May 2018 – August 2019
College of Social Science, Michigan State University, East Lansing, MI

- Exchanged at University of Kent in United Kingdom to study Psychology in B.S.
- GPA: 3.52/4.00

Bachelor of Arts (B.A.) in Supply Chain Management August 2013 – May 2018
Eli Broad College of Business, Michigan State University, East Lansing, MI

- **#1 Ranked** SCM undergraduate & graduate program in United States
- Minor: Economics
- GPA: 3.52/4.00
- Dean's List: 7 Semesters

RESEARCH EXPERIENCE

Modeling the Impact of Promotion Strategies on Sales Performance: The Case of JD.com April 2022 - December 2022

- **Data Extraction and Management:** Extracted intensive data around product information, promotion records, sales performance, customer characteristics and behaviors from JD.com, a popular e-commerce platform in China. Cleaned the data and built a large dataset.
- **Exploratory Data Analysis:** Examined the potential associations among promotion events, product type, customer characteristics, and sales performance.
- **Predictive Model:** Fitted various predictive models (e.g., linear regression, random forest, gradient boosted, etc.) to the training data and compared their performance using the test data. Built a predictive model which may help the platform to select the appropriate promotion strategies to maximize sales performance.

Evaluating the Effectiveness of Market Spending on Different Media Channels April 2022 - December 2022

- **Data Extraction:** Extracted data from a secondary dataset on the history of company performance and market spending of an auto sales website.
- **Data Analysis:** Conducted measurement analysis to select appropriate indicators of market spending on different media channels, including video, audio, newspapers, print & digital publications, out-of-home, and social media. Evaluating the relative importance of market spending on different media channels for predicting revenue and website visit counts.

Understanding College Students' Rental Preferences to Enhance the Business Model of a Leasing Broker Company May 2020 - August 2020
Master's Degree Capstone Project, Michigan State University

- **Qualitative Interview and Analysis:** Designed an interview guide and conducted semi-structured **in-depth interviews** to survey 12 college students' rental preferences. Analyzed the interview transcript using **thematic and content analysis**.
- **Quantitative Measurement Development:** Developed a Likert-scale questionnaire based on the qualitative interview. Collected data from 50 participants and tested the measurement properties through **reliability and validity analysis**. Refined the questionnaire based on the results.
- **Quantitative Data Collection and Analysis:** surveyed 421 college students about their rental preferences and actual rental choices. Explored the underlying driving factors of rental preferences through **factor analysis**. Identified the significant apartment characteristics that could predict actual rental choices through **linear regression**. Compared the rental preferences between domestic and international students through **t-test and multigroup analysis**.
- **Business Implication:** Applied the results to analyze the business model of the HooliHome company, a local leasing broker. Wrote a report highlighting key findings of the project and recommendations for the company to enhance their business model. Delivered a presentation to the company executives.

User Experience Analysis of a Mobile Application

January 2020 - May 2020

- Employed a mixed-method approach to analyze the user experience of OodlesDeals, a mobile application that provides a social platform for users to connect with their friends.
- **Qualitative Interview and Analysis:** designed and conducted semi-structured **in-depth interviews** with 73 participants. Analyzed the data using **content analysis**.
- **Quantitative Survey and Analysis:** developed a quantitative questionnaire and surveyed 496 college students about their preferences of the application features of OodlesDeals. Analyzed the data using factor analysis, cluster analysis, and linear regression.
- **Business Implication:** wrote a report highlighting key findings and improvement recommendations for the OodlesDeals operating team. Delivered a presentation to the CEO of OodlesDeals and other executives.

Brand Repositioning Strategies for a Grocery Store Chain

August 2019 - December 2019

- Conducted a comprehensive analysis of D&W Fresh Market, a local grocery store chain. Developed brand repositioning strategies for it.
- **Observational Research:** visited the stores and collected data on consumer profile, product placement, service quality, promotional strategies, and consumer needs.
- **Customer Experience Interview:** designed and conducted in-depth interviews with 13 customers.
- **SWOT Analysis:** adopted the SWOT framework to analyze the observational data, interview data, and other materials.
- **Brand Repositioning Strategies:** proposed brand repositioning strategies based on the analysis, with specific recommendations on product structure and placement, service quality, promotional strategies, and customer relationship.
- **Unique Value Proposition:** redesigned the proposition and slogan for D&W Fresh Market.
- **Business Implication:** delivered a presentation to the D&W Fresh Market management team.

PROFESSIONAL EXPERIENCE

Procurement and Distribution Services, Case Western Reserve University, Cleveland, OH Oct 2023 – April 2024
PDS Customer Care Project Analyst & Pcard, WEX card Admin

- **Form Design:** Revamped multiple supplier information forms, streamlining processes and improving workflow efficiency for the University.
- **Customer Service Project:** Managed customer service projects and implemented process improvements to enhance customer satisfaction and operational efficiency. Work with CPO on minor project tasks. Understand the PDS business flow and its supporting ERP system.
- **Team Work:** Collaborated with cross-functional teams to develop and implement best practices and standards for customer service quality and compliance.
- **Purchase Cards & WEX Fuel Cards Admin:** Managed University Purchase cards, department cards, and fuel cards; troubleshoot individual accounts; investigated problems; and ensured the accurate monthly closing of the corporate account.
- **Data Analysis:** Analyzed university purchase history and amount, managed the risk, and monitored the expenses by group and individual. Troubleshooting the spend control profiles and fixed a couple of big group spend profiles.

CWRU Procurement and Distribution Services, Case Western Reserve University, Cleveland, OH July 2022 – May 2023
Data Analyst Internship

- **Data Management:** collected data and created datasets for bid events and email responses.
- **Data Analysis:** using Python and R studio analyzed bid responses and identified supplier consolidation opportunities. Analyzed emails to identify common reasons for internal customer emails.
- **Data Visualization:** created dashboards and presented dynamic metrics to facilitate the operations.

- **Data Cleaning:** Analyzed quantitative and qualitative data.
- **Presentation & Report:** Created PowerPoint reports of data analysis and results.
- **Marketing:** Monitored and forecasted marketing and sales trends. Provided marketing recommendations.

- **Operation Enhancement:** Expedited foodservice operations in large volume dining halls, serving 3000+ people each day.
- **Skill Training:** Guided and motivated six student employees using role-modeling and sharing best practices within a highly regulated environment.
- **Productivity Monitoring:** Monitored and facilitated organizational productivity based on needs of operation, staff activity and flow of inventory.
- **Leadership:** Delivered peer-to-peer training in methods of production; provided leadership for teams of 2-6, and scheduled people for different sections during staff shortages.
- **Public Speaking:** Demonstrate public speaking and collaboration skills through consistent engagement in student and work meetings.

RELEVANT SKILLS

- **Programming and Data Analysis:** Python, SQL, R, SPSS & SPSS Modeler, Tableau
- **Business Analytics and Intelligence:** Arena, @Risk, Qualtrics, Mintel, Passport, Fitch, MarketLine
- **Language:** Mandarin (native), English (fluent)
- **Editing:** Microsoft Office, Adobe Photoshop, Adobe Lightroom, Final Cut Pro

CERTIFICATIONS AND CONTINUING EDUCATION

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| • Programming for Everybody (Getting Started with Python), University of Michigan, Coursera. | Completed April 2018 |
| • Certificate of Competence in SQL, Master of Business Analytics and Intelligence Program. | Completed April/2022 |
| • 100 Days of Code: The Complete Python Pro Bootcamp for 2022. | (Taking Now) |

LEADERSHIP AND VOLUNTEER EXPERIENCE

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| • Student Member, MSU Supply Chain Management Association, Michigan State University | Spring 2015 – Spring 2018 |
| • Volunteer Member, National Panda Base, Chengdu, China | Summer 2017 |
| • Volunteer, MSU Homecoming, Michigan State University. | October 2017 |

AWARDS AND HONORS

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| Dean's List, Michigan State University, 7 semesters | Spring 2015 – Spring 2019 |
| Scholarship Award, Weatherhead School of Management, Case Western Reserve University | Fall 2021 – Spring 2023 |

INTERESTS

- International travel (Have been to 35 countries and regions)
- Photography (Aurora, Night Sky, Milky Way, Landscape)
- SCUBA Diver with **PADI** Open Water & Advanced Open Water Certificate
- Freediver with **SSI** Level 1 Freediving Certificate
- Hiking, Route trip, and Train Trip
- Musical Instrument: Piano, Electronic Keyboard
- American National Parks (Have been to 43 out of 63 US National Parks)
- Arts: Musical, Museums, Painting, Sculpture, and Architecture