Cheng (Alicia) Cheng

cc8450@nyu.edu · LinkedIn
New York, NY
9179982181

Entry Level Business Analyst

Results-oriented Entry Level Business Analyst with 2 years of experience in developing and implementing data quality control processes, identifying business process improvements, and analyzing customer needs. Proven track record in increasing project success rates by 10%, improving process efficiency by 20%, and reducing post-implementation issues by 15%. Exceptional skills in data analysis, project management, and stakeholder collaboration, with a strong commitment to driving business growth and achieving organizational goals.

EDUCATION

New York University   **New York, NY**

MS of Information Technology (GPA:3.7/4.0. Database Administration, Business Analytics, Financial Management, Quantitative Decision Model)

SKILL

- **Data Analysis, Visualization & Database Management:** Proficient in SQL, Python, R, Excel, Stata, Think-cell, Tableau, Lucidchart, SPSS
- **Creative Tools**: Skilled in Adobe Premiere (Pr), Photoshop (Ps), Canvas, PowerPoint
- **Social Media Engagement**: Approached 50,000 followers at RedNote and TikTok in one year and made cash flow
- **Certificate**: Google Data Analytics Professional, Certified Analytics Professional, Apple Teacher certified

INTERNSHIP EXPERIENCES

Eazzy Consulting Group   **New York, NY**
Market Research Analyst   **02/2025 - Current**

- Reported directly to the CEO to drive strategic planning for the launch of a culturally tailored mortgage lending venture.
- Led TAM–SAM–SOM market sizing and competitive analysis, identifying expansion opportunities in NY, NJ, CA, TX, and FL.
- Designed go-to-market strategies and customer acquisition models targeting underserved Asian American borrowers.
- Built financial forecasts and a revenue model supporting a $3–5M Series A raise, including capital market execution and warehouse funding structure.
- Developed investor-facing materials and strategic roadmap presentations that shaped the company's fundraising and licensing strategy.

Cornell Tech - NanoGold MedTech   **New York, NY**
Jr. Business Analyst   **01/2025 - Current**

- Analyzed market opportunities and revenue models for AI-powered cancer detection, supporting $1M+ projected pilot revenue.
- Contributed to FDA 510(k) strategy and pre-clinical validation planning.
- Conducted competitor benchmarking and supported insurance reimbursement research.
- Collaborated with clinical teams and surgeons to refine product-market fit and go-to-market strategy.

FIBA Foundation   **New York, NY**
Strategy Analyst, "Pick n Roll" Mentorship Program   **01/2024 - 05/2024**

- Designed a global mentorship framework empowering 84 youth leaders across 51 countries through Python-based research and surveys.
- Identified leadership development gaps for Gen Z and millennials via competitor and trend analysis.
- Managed a $10–15K budget and ensured >75% program engagement through structured mentor-mentee matching and bi-weekly development workshops.
- Presented final strategy to FIBA executives, receiving commendation for feasibility and innovation.

TikTok   **Shanghai, China**
Business Strategy Analyst   **08/2023 - 01/2024**

- Analyzed women's clothing e-commerce trends using SQL and dashboards to track KPIs and competitor performance.
- Built predictive models and A/B tests to define growth benchmarks and optimize strategy.
- Boosted conversion by 15% and sales by 20% through merchant incentive insights.
- Proposed retention strategies that improved user engagement and loyalty.
- Delivered weekly GMV reports and built real-time data pipelines for accurate performance tracking.

Ipsos Group S.A.   **Guangzhou, China**
Quantitative Researcher   **12/2022 - 05/2023**

- Analyzed 120K+ rows of market data to assess beer industry trends, consumer behavior, and investment risks.
- Built Python web crawlers and applied regression and time series analysis for competitor benchmarking and forecasting.
- Evaluated Carlsberg's market position through YoY and MoM data, brand health, sentiment analysis, and campaign performance.
- Created Tableau dashboards and slide decks to deliver insights on growth opportunities and strategic planning.

SICK AG. Sensor Intelligence   **Guangzhou, China**
Data Analysis & Database Administrator   **06/2022 - 12/2022**

- Analyzed macroeconomic data to forecast sensor sales trends and inform marketing strategies.
- Conducted competitor intelligence using Python, Tianyancha, and third-party data, driving strategic positioning.
- Built dashboards to track sales and procurement KPIs, defining thresholds and optimization strategies.
- Extracted procurement data to support sales decisions and tailored internal frameworks for analysis.
- Developed web crawlers and performed text analysis to monitor marketing trends and competitor moves.