Qichen Tan (Allan)

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Client-facing analyst with experience supporting sales and marketing teams, managing partnership pipelines, and translating analysis into action for business stakeholders.

EDUCATION

Columbia University Expected Dec 2026
M.A. in Quantitative Methods in the Social Sciences (QMSS) | GPA: 4.0
University of California, Davis 2021 - 2025
B.A. in Economics and Communication | GPA: 3.53/4.0

EXPERIENCE

Strategic Marketing Intern | Alfa Laval | Shanghai, China **Jun 2026 - Present**

- Conduct market research across target industries, customer segments, product applications, and competitor offerings; synthesize findings into business briefs for strategic marketing and commercial excellence stakeholders.
- Clean and analyze market and sales data in Excel; develop charts, trackers, and reports supporting portfolio updates, commercial planning, and market opportunity assessment.

Marketing Analytics Intern | Gala Circle Inc. | New York, NY **Mar 2026 - Jun 2026**

- Supported go-to-market execution for a restaurant point-of-sale startup through integrated digital and email campaigns focused on small-business client acquisition.
- Used Python and Excel to analyze restaurant-technology competitors, including Chowbus, and identify market positioning and growth opportunities for sales and marketing teams.

Consultant Intern | Detecon International | Beijing, China **Jul 2024 - Oct 2024**

- Analyzed vehicle performance, pricing, positioning, and large-scale test data in Excel; translated competitive trends into actionable insights for strategic decision-making.
- Supported an Audi strategy engagement on China's new energy vehicle market through competitive intelligence, market analysis, and benchmarking of BYD, NIO, and other leading manufacturers.

Data Analyst Intern, Fixed Income | China Securities Co., Ltd. | Beijing, China **Apr 2024 - Jul 2024**

- Led a deep-dive analysis of China's contract research and manufacturing (CXO) sector, assessing total addressable market, competitive dynamics, and growth drivers to inform investment prioritization.
- Benchmarked 10+ public companies using Python (pandas, NumPy); identified performance outliers incorporated into initial public offering readiness assessments.

Growth & Monetization Operations Intern | Mission Matter | Los Angeles, CA **Dec 2023 - Apr 2024**

- Managed a partnership pipeline spanning sponsorships, co-marketing, and content collaborations, contributing to a 20% increase in business-to-business partnership conversion.
- Planned and executed multi-channel growth campaigns, defining audience targeting, A/B testing content, and refining creative based on engagement data to improve user-acquisition efficiency.

SELECTED PROJECTS

Fraud Detection in Job Postings | Columbia University **Sep 2025 - Dec 2025**

- Led a 10-person team in building a natural language processing pipeline on the 17,880-record EMSCAD dataset using TF-IDF, regex cleaning, and lemmatization.
- Benchmarked Logistic Regression, Linear SVM, and Naive Bayes; the best-performing Linear SVM achieved 98.2% accuracy and a 0.819 F1-score for the fraud class.

Cancer Data Analysis & AI Consultation Assistant | MSKCC **Mar 2026 - Jun 2026**

- Analyzed cBioPortal cancer data through exploratory analysis, feature cleaning, and interpretable statistical modeling to examine clinical outcomes under real-world data constraints.
- Built an AI-assisted workflow prototype with Next.js, TypeScript, FastAPI, and the OpenAI API to convert clinician notes into structured summaries, action items, and patient-facing drafts.

SKILLS

Analytics & Tools: Excel, Python, SQL, R, PowerPoint, scikit-learn, NLTK, Stata, EViews, Mathematica
Business: Stakeholder Communication, Client Acquisition, Partnership Management, Market Research, Competitive Intelligence, Go-to-Market Strategy, Campaign Optimization, AP Stylebook