STUDENT PROFILES
MASTER of SCIENCE in BUSINESS ANALYTICS
Big data is the future and we’d like to introduce you to 38 students who are now part of that future.

In July 2016, Wake Forest University’s MS in Business Analytics program enrolled our inaugural class. We are very proud of them, a high-achieving and high-potential student cohort selected from hundreds of applicants.

There is so much more to each student and employment candidate than just a résume or a CV. That piece of paper just tells part of the story. Given this, we wanted to share with you their journey, their histories, and their motivations…in their own words.

Thank you.

John White  
Executive Director,  
MS in Business Analytics
MSBA PROGRAM
BY the NUMBERS
CLASS OF 2016

38
STUDENTS

3.45
AVERAGE GPA

319
AVERAGE GRE

703
AVERAGE GMAT

15
UNIQUE MAJORS

27
UNDERGRADUATE UNIVERSITIES

8
DOUBLE DEACS*

47%
FEMALE

18
DOMESTIC UNIVERSITIES

9
INTERNATIONAL UNIVERSITIES
*students who have attended Wake Forest both at the undergraduate and graduate level*
“We assembled a group of highly accomplished analytics professionals to advise us as we sought to build a program connected to the marketplace. The result is a program that not only provides the necessary technical skills, but also focuses on business acumen and experiential learning through access to our unique corporate partnerships. With innovative courses like Analytics in the Boardroom and Analytics in Society, our MSBA program also leverages the strength of Wake Forest as a liberal arts university focused on educating the whole person.”

Jeffrey Camm
Associate Dean of Business Analytics and Inmar Presidential Chair of Business Analytics
GAIN VALUABLE SKILLS

During the 10-month MS in Business Analytics program, students not only learn the methodologies of analytics and how to apply them, their coursework encompasses business metrics and the application of analytics in finance, marketing, operations and human resources. Throughout the program, they are trained on how to work more effectively in teams and how to communicate the results of their analysis with impact and clarity to a variety of stakeholders. Students are immersed in this coursework through five modules over three semesters from July to May.

Curriculum Overview
The Wake Forest MSBA is a 37 credit hour degree (three semesters, five modules). Students enroll in the summer semester beginning in July and graduate in May.

Summer
The MSBA program begins with a five-week session preparing you with the technical skills needed for success in the program and preparing you to explore career interests and options. All MSBA students must exhibit mastery of prerequisite courses offered in the summer module.

Fall
The fall semester begins in late August with two modules that focus on the important relationships between data, business analytics, and organizational performance.

Spring
The spring semester begins in early January with two final modules designed to enrich your ability to develop mathematical models for forecasting, optimization, and yielding actionable intelligence, which can be applied to data-driven approaches across a range of industries and functions. Additionally, the three-course practicum provides a team-based experience using analytics within a real-world project for a corporate partner.

STEM and OPT Certified
The Wake Forest MSBA program is STEM and OPT certified, providing enhanced employment opportunities for international students.
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After majoring in Business and Enterprise Management with a concentration in marketing, Matt is one of eight Double Deacs in the program. While Matt loves the psychology behind marketing, he found that he was more analytical than creative, and enrolled in the MSBA program. He gets excited about the idea that there is so much data out there and nothing is being done with it. Matt is excited to be on the cutting edge of this emerging field.

As a piano, organ, and percussion player, Matt enjoys playing and writing music. He sees similarities between music and analytics. Like notes in a song, when data are arranged in a certain way, a story emerges. Ever the musician, he was in the marching band at Wake Forest and arranged several songs. He used his passion for music as the worship coordinator for the Baptist Student Union while an undergraduate.
Georgia Regents University  
*Bachelor of Business Administration in Accounting*  
*Bachelor of Business Administration in Management Information Systems*  
*Bachelor of Science in Computer Science*

John is not a complacent person. He is always asking questions and wondering “How can I do this better?”. Prompt and astute, John likes to complete tasks early and never settles for mediocrity. He spent six years as a linguist in the Air Force and was one of a select few who passed a Pashtu language exam while serving. John has been married for two years and met his wife on an airplane.

John is always making sure the people around him are successful as well. He tutors for several of the Masters programs and always tries to assist his peers to ensure they understand the material. He loves to learn and also takes online classes to gain as much knowledge as possible. His interest in the MSBA program was sparked during an undergraduate course in business analytics. John feels a career in analytics will make excellent use of the wide variety of skills he has developed and is looking forward to a challenging and rewarding career.
CARA CHEN
Nanjing, China

Mount Holyoke College
Bachelor of Arts in Mathematics and Economics

Cara has diverse experience with different cultures. She was born and raised in Nanjing, China, went to high school in Singapore and attended college in Massachusetts. Her experiences with Eastern and Western cultures has empowered her to be flexible and communicate effectively in a myriad of environments.

It was a research paper in a quantitative economics class at Mount Holyoke that ignited her interest in analytics and compelled her to enroll at Wake. She researched what were the most influential factors affecting the quality time of American households, and tried to predict trends for the future. Her interest in analytics grew while working for BDO International, an Investment consulting company in China. While interning there, she was able to aggregate and synthesize innovative researches on production and trade to create a competitive review of investment data for over 20 firms. She was able to filter and compile different types of data and get the clean dataset that she wanted.

In her spare time, Cara enjoys modern dance, reading fiction, and Asian literature. She has helped launch a charity, raised money for a YMCA in Singapore, and organized a TEDxYouth event in her hometown.
The Ohio State University  
*Bachelor of Science in Business Administration - Accounting*

Yiting has a natural curiosity about the world. It has led her to world travel, including to Alaska to see the Northern Lights. This curiosity also led her to analytics. She attended a business analytics program and her eyes were opened to the powerful insights that could be found in data. Yiting is fascinated at the idea that there are hidden patterns within data than can help develop predictive models for companies. She has been able to use her passion and analytical skills to play key roles while interning at the Bank of China and Mazars, and as a financial analyst for a Yahoo valuation project.

Yiting is an artist. She has earned certificates in Chinese calligraphy and in her free time does elaborate-style Chinese painting. She prides herself in being organized and persistent. When struggling to develop answers with simple software programs, she taught herself more advanced software until she was able to derive the answers she needed. Yiting always seeks to learn more and likes collaborating with people of different backgrounds and life experiences.
Jim likes to step outside his comfort zone and did that in a big way when he purchased a one-way ticket to South America. While there he taught English in Buenos Aires, Argentina. Upon his return to the United States, as if by fate he thinks, Jim was contacted about the MSBA program and instantly knew this would be his next big move. He’s been interested in analytics since a project in his behavioral economics class was to research and compile data from various experiments to see if there were any correlations between one’s extroversion and willingness to trust.

Jim approaches any challenge like he does learning the guitar: with a systematic approach. At first there may be frustration, then you push through it, then you have the satisfaction of having something tangible that you’ve created or learned as the outcome. In addition to playing guitar, Jim likes reading, soccer, drawing and kayaking. To stay motivated, he likes to surround himself with high-caliber people.
Crystal DAI
Dandong, China

Shanghai University of Finance and Economics
Bachelor of Economics - Finance
Bachelor of Law - International Economics Law

Crystal thinks of analytics like a puzzle, and the data are the pieces that fit together to give you the big picture. While interning in the risk department at EY (Ernst & Young), she tried to discover inherent risks using her financial background, but fell short because she did not have the proper tools and understanding to tackle the “messy data”. This challenge motivated her to seek more skills and knowledge by entering the MSBA program.

Crystal is outgoing, enthusiastic, and caring. She helped found TEDxSUFE while an undergraduate and also volunteered with disabled students. Crystal’s role model is Christine Lagarde, Director of the IMF (International Monetary Fund). She remembers seeing an interview with Christine Lagarde and was awestruck by her poise, elegance and refusal to be mediocre. If Crystal could project the same persona while utilizing her education, she would be extremely satisfied.
Not everyone can say they learned to play golf at St. Andrews in Scotland, but Martha can. She compares herself to Monica Geller on the TV show “Friends”. Every part of her life is neatly organized and she is highly motivated by to-do lists. Her friends rely on her to know when everything is due and she proudly disperses the pertinent information.

Not only is she reliable, Martha is determined and resilient. Told she would never play tennis again and needing surgery after a shoulder injury, Martha persevered. She endured through rehab and worked hard to catch up to her teammates after losing a year of training. Before long, she was back on the court.

Her work as a volunteer intern for a non-profit sparked her interest in analytics. She helped restructure a database of volunteers in order to streamline the organization’s communication channels, capping off an impressive amount of nonprofit and volunteer experience. She has worked with the Cystic Fibrosis Research Awareness for the past sixteens years with no plans of ever stopping. Martha also serves as an MSBA Student Ambassador.
While reading the book Big Data, Polly became aware of how big data impacts our daily lives. The book had a profound impact on her decision to enroll in the MSBA program. She realized not only the usefulness, but the need for analytics to make better-informed decisions.

What gets Polly excited about analytics is the fulfillment she gets when she finds correlation in data. For example, a big box retailer packaged snow shovels with doughnuts for sale on snow days. Using analytics, this retailer was able to increase sales by correlating what would seem to be two unrelated products and pairing them together on days with inclement weather. Stories like these remind Polly of the power behind data and the importance of the those who are able to decipher it.

Polly does everything with a purpose. She makes a plan and sticks with it, knowing that she will need to adapt the plan when things change. Polly is a firm believer that if you are kind to people, people will be kind to you. She loves to watch sports, listen to music and plays the piano.
Denise Dubick
Weddington, NC

University of North Carolina
Bachelor of Science in Applied Mathematics

Denise is all about doing good things. She is a lifelong Girl Scout and has even trained a seeing-eye dog to help her sight-impaired uncle. She has always been passionate about using her talents to help others, especially non-profits who might not have access to someone with her strong math and analytical skills.

Her interest in analytics was confected while working at a bakery. The bakery was interested in expanding and needed more data about the cost and inefficiencies of cupcake production. Denise took on the task and helped determine a sales model using data and analytics. Again, she realized that her talents and skills could be used to positively impact organizations.

Outside of school, Denise fashions herself an inventor and tinkers in the Maker community. She has made several creations including a Rubik’s Cube solver built from Legos. She is an avid runner and also enjoys teaching computer science classes. Denise is also an MSBA Student Ambassador.
University of Florida  
*Bachelor of Business Administration* - Sports Management

Chase is one of the few non-math majors in the MSBA program. He hails from a sports marketing background and has an extreme passion for themed entertainment and sports. His work experience reflects this and includes organizations like Disney, Sea World, and the Atlanta Braves.

While working for Disney, the theme park was in a transition period with a large emphasis on annual pass sales. Chase embraced this project with analytics. He became fascinated with the idea that analytics could drive such decisions like how long to make the queue at parks, how many cars to deploy on a ride, and other ways to make the parks more efficient.

Chase is very methodical in how he approaches projects. He is passionate about using analytics to solve business problems in sports and entertainment. He is also an MSBA Student Ambassador.
Echo has studied in four countries, giving her an incredibly unique perspective on how people communicate in different cultures. She has also learned the differences in healthcare and e-commerce in each country. No experience was the same and through her studies and travels, she has learned additional languages like French.

She developed an interest in technology at a young age and started building and designing websites. Her affinity for technology and computer science led her to develop a Carpool app that is fully functional and available for download in the Chinese Apple Appstore. In addition to building websites and apps, Echo enjoys playing the violin and electric piano.

Echo quickly realized the power and influence data can have while working for Wolong Bigdata INC. By reporting demographics, preferred price ranges, shopping interest, preferred brands and frequency of purchase time of Volvo owners, she was able to help increase the monthly sales of an auto spare parts business by 55%. It was this experience with data that motivated her to apply for the MSBA program.
CHENG GAO
Wuxi, China

Michigan State University
Bachelor of Arts in Supply Chain Management

Cheng surprises people when they learn she is fascinated by Formula One car racing. She loves the speed and sound. For her, the louder the better! Having done her undergrad in Michigan, she was surrounded by the car industry. Her previous employer even sponsored a Nascar team. She also loves any outdoor activity and in the warm months you can find her out paddleboarding. Cheng likes to write in Chinese calligraphy, and this artistic skill has taught her patience and focus.

While planning her career path and deciding what to do next in life, Cheng made the decision that equipping herself with the tools and knowledge of data analytics would set her up for professional success. As an undergraduate, she majored in supply chain management and has experience in supply chain and logistics in the automotive industry working as a general purchasing intern for the Volkswagen Group in China and as a supply chain specialist for ZYNP International Corporation in Detroit, MI.
ASHLEY HAN
Beijing, China

Renmin University of China
Bachelor of Management in Public Affairs Management

During her undergraduate studies, Ashley worked on a project where she was asked to maximize corporate profitability. She realized that with data, there are ways to make more-informed decisions and reduce costs. This project led her to enroll in the Wake Forest MSBA program.

For Ashley, it’s all about improvement. With more and more data, you are able to pinpoint problems and then identify opportunities. She was able to do just this while working as a business analyst intern for Amazon in China. Ashley was able to optimize SQL queries, data processing methods, identify causes for missing data and negotiate with managers to clear away blacklog orders.

Not just focused on data, Ashley is also creative. She has a talent for video editing and graphic design. She enjoys helping others and uses her creativity and design capabilities for good. Ashley is most happy working in a diverse environment where she can learn new things from others.
Jane has always been motivated by how things work on an intricate level. It is why she has a love for biology, and why she had an undergraduate concentration in marketing with dual minors in chemistry and biology.

Big data is no different for Jane. Like biology and chemistry, it is interesting for her to dive into data on a molecular level to see the intricacies and patterns and understand what can drive behavior. Jane wants to answer the question: How can I learn from data and emotions to drive decisions?

When Jane realized she didn’t have the background to do what she really wanted to do, her thirst for understanding led her to the MSBA program. Jane is an animal lover at heart and even has a red-haired horse named after her. She still volunteers every Sunday at an animal shelter. In addition to her studies and volunteer activities, Jane is on the leadership team of the Graduate Service Coalition in the School of Business and the MSBA Honor Council.
Will Hobbs
Lexington, SC

Clemson University
Master of Arts in Economics

Anderson University
Bachelor of Science in Financial Economics

Will comes from a barbeque-loving, cooking family. In college, at the encouragement of his father who ran a barbeque catering business as a side job, he almost opened his own food truck. While he didn’t pursue his own barbeque business, he does carry with him the hard-working mentality he learned from his family.

It was the econometrics courses Will took at Clemson that inspired him to enroll in the MSBA program. He knew he had the theoretical knowledge for the industry but needed more applicable tools. What excites Will about analytics is the modeling and ability to predict outcomes.

Will is competitive. He loves Clemson football, cooking (of course), and watching Chelsea FC soccer. He is motivated by his competitiveness and seeing the fruits of his labor.
Tyler is a team player. He previously played competitive water polo and tennis. It was the intimate learning environment at Wake Forest that led Tyler to pursue two degrees here. While working as a summer intern for an investment banking firm, he realized that he was looking at decisions after they had already been made. He wanted to be more proactive by being the first to analyze data and to provide better insights for the critical decisions, not just the financial repercussions.

Tyler has combined his tennis talent and enjoyment of a team sports by teaching tennis at the local Boys & Girls Club. It’s refreshing and motivating for Tyler to provide value to others and to see his impact, not just in his volunteer work, but in his scholarly and professional life. He serves on the MSBA Student Engagement Council as the finance chair and enjoys watching football in his spare time. Tyler is also an MSBA Student Ambassador.
Determined is one word used to describe Ray. During an internship, Ray was the only intern who was not an accounting major. According to Ray, he could barely keep up with the other interns. Rather than make excuses, he bought a CPA book and studied it for four hours each night after work. Within two weeks he was on equal footing with his peers.

His interest in analytics began with his study of algorithms as an undergraduate. As he studied Machine Learning, he became increasingly interested in how models and algorithms could be used to solve business issues. Ray knows there are massive amounts of data out there that can be useful for organizations. Someone just needs to comb through it with the right tools and knowledge, and that “someone” is Ray.

As a research intern for iResearch Consulting in China, Ray was able to put his skills to work. Using sentiment analysis, he was able to process customer reviews and turn the results into business insights. From this experience, Ray learned how to first understand the customer’s needs before diving into the data.
Always on the hunt to learn new things and improve upon that which he already knows, it was Rory’s curiosity that led him to the MSBA program. During his undergraduate studies, Rory taught himself the “ins and outs” of investing and also learned technical skills like Python and R. He was intrigued by the financial and operating data from different companies and industries and knew this was the industry for him. Analytics gives Rory a sense of accomplishment when he successfully solves a problem.

Rory has had to adapt to new environments and learn the languages of different cultures during his studies in China, Australia, and the United States. He has the ability to work under stress and has had to do so on several occasions. While working as an audit intern for KPMG in China, Rory led his team to a second place ranking in a national case competition. At the same internship, he was able to advise clients to correct over 100 mistakes in their reports. When not working, attending class, or studying, Rory enjoys playing strategy games, traveling, and playing the piano.
Aneesh is a problem solver. At a previous employer, he realized he could use his Excel skills in order to make a reporting process significantly more efficient. This, in turn, saved him several hours a day and allowed him to focus on other important tasks at the company.

Originally thinking he would pursue actuarial science, Aneesh sought to broaden his capabilities and that is why he enrolled in the MSBA program. He knows data analytics is a field where he can use his problem-solving skills and be able to help people and organizations.

In addition to tackling problems, Aneesh is a life learner. To stay atop of his game, he takes online courses in statistical software to have a better understanding of them. In his spare time, he is working on an Excel predictive model using advanced cell techniques. Even though Aneesh is already very busy, he also tutors other graduate students and loves to play tennis.
Fudan University  
*Bachelor of Financial Management*

Xiao feels working in the field of analytics is like being a detective. She solves the case by analyzing all the relevant pieces of information to finally locate the treasure. As a business analyst intern for the U.S. Small Business Adminstartion, Xiao realized how deeply data penetrates our everyday lives and the huge potential for data to play a role in the future. She expanded her analytics experience by working as an analyst intern for the Development Bank of Singapore.

Xiao loves life and its unpredictability. She is fearless, curious, determined, and motivated to find the limits of her own potential. She loves listening to music, being outdoors, and volunteering. Xiao considers herself an entrepreneur and would love to have her own business someday. Xiao is the Vice Chair of the MSBA Student Engagement Council.
Yang Liu
Zhengzhou, China

University of Illinois
Bachelor of Science in Accountancy

No stranger to having to adapt, Yang Liu has spent her life adjusting and learning from new situations. She has studied in the United States, the United Kingdom, Ireland, Greece and Australia, empowering her to learn from different cultures.

Her passion for diverse education is evident by her experiences. Yang has uncovered Spartan skeletons in Greece, has led marketing efforts, and was a service assistant for a mobile device company. Her passion for Spanish soccer inspired her to learn Spanish and created a deep appreciation for Hispanic culture.

Yang has always loved numbers. Her journey into data analytics began with quantitative classes which led to an accounting major. Yang quickly realized that she needed something more dynamic and decided to enter the MSBA program at Wake. Here, she has found the perfect blend of math, analysis, and a field that will always keep her learning and changing. She wouldn’t want it any other way. In addition to her studies, Yang presides as the Operations Chair for the School of Business Graduate International Student Association.
When Alex heard the story of how Target was able to develop an algorithm that predicted if a customer was pregnant by the sales of certain unrelated products, his mind was blown and he knew he had to do something in the field of analytics. Alex likes the idea of diving deeper into how consumers interact with products. He knows that the MSBA program will deliver all the necessary tools necessary to make his own correlation like Target did.

“The only thing that really matters is persistence” is a family motto and value instilled in him since birth. Alex has also been influenced by his experiences as an Eagle Scout, captain of his swim team and his responsibilities and service he took on in his fraternity. Alex likes to go backpacking and camping, and enjoys swimming and working out. He rides a skateboard on occasion and loves the tight-knit skateboard culture.
YUSI
LUO
Wuhan, China

University of Denver
Bachelor of Science in Business Administration - Statistics

Yusi believes a smile can solve a lot of problems. She is positive, upbeat, and eager to help others. She has tutored in statistics and is currently a teaching assistance for an undergraduate MIS class. She has also helped match American students with internships abroad in India, China and Australia.

An AP statistics class in high school led her to pursue statistics as her undergraduate major, and those studies led her to the MSBA program. She believes that every industry will benefit from data analytics. Her belief is not unfounded; she was able to use her data skills to increase the accuracy and efficiency of software while working for Schneider-Electric. Again, she was able to use data to optimize EasyFunding Inc.’s website while working as a business consultant for them.

Yusi is one of many musicians in the program. She enjoys playing the piano, reading books, swimming and cooking. Yusi is also an MSBA Student Ambassador.
With four years of work experience in the “real world”, Shiyang has a good sense of what analytics can do for an organization. His experience as an analyst and researcher increased his interest in pursuing a masters degree. It became clear that a degree in business analytics would equip him with all the right tools he would need to provide insights for a future employer.

Shiyang is detailed-oriented and diligent. He does whatever it takes to finish something, even if it means staying at work until 2 AM for several weeks at a time. His extreme willingness to serve others is just part of who he is. He feels a sense of duty for the greater good.

Do not let his quiet nature fool you, though. Shiyang believes that the more you listen, the more you learn. However, at times he can be hard-pressed to stop telling jokes. He loves watching the New York Giants, the Raptors, traveling, movies and listening to music.
EVELYN MA
Xi’an, China

Allegheny College
Bachelor of Arts in Economics
Minor - Mathematics

Evelyn is full of positive energy and you will rarely have an encounter with her without hearing her laugh. She’s diligent and persistent. Several years ago she had such severe ankle problems that doctors told her she might not walk again. After three months of failed therapy, her persistence pulled her through. She put in four hours per day in exercise and therapy, and a year later was able to walk without problems.

She has numerous work experiences involving data analysis such as a Research Assistant at a school in China, an Analyst for MSA in Pittsburgh, and a Managerial Intern for ChipBlaster. She is enthusiastic about taking the knowledge and skills she is learning now in the MSBA program and applying them in her career. Analytics is a way to provide meaningful information that can help an organization and clients make decisions based on accuracy and insights, not just on past experiences.

Evelyn loves swimming and hiking. While she was unable to walk, she practiced Chinese painting on rice paper and the Qin, a Chinese instrument. She loves to cook and to try new recipes from different cultures.
Mark is the youngest of three boys by 17 years. Since birth, he has been taught the values of being well-read and driven. His parents and grandparents also instilled in him the importance of being motivated and goal-oriented.

Working as an engineer in the medical world in Raleigh, NC, Mark used his motivation, analytical thinking, and strategic mind to develop a glucose monitoring device. From initial interviews and research, Mark led the process all the way through five phases of FDA regulations and started the patent-filing process on the device.

Mark became interested in business and analytics and was looking for a program that offered both. He had been interested in analytics for years and knew the MSBA program at Wake would be the perfect degree for him. Outside of school, Mark keeps on his toes by reading all he can about investing and retirement. Mark is on the MSBA Honor Council and the leader of the MSBA Student Ambassador program.
George is focused and driven to always deliver his best performance. This is in his blood as George was a Division I Track & Field athlete at Cornell. Certain values are ingrained in him from being a student-athlete such as devotion to time management, a competitive nature, and the ability to stay focused. Beneath his serious exterior, is a thoughtful, sincere person who is always on the move.

It was a KPMG case competition that sparked his interest in analytics. George was never satisfied with the answers he was delivering. He could come up with qualitative solutions but knew there was a better way to deliver with more precise answers. He disdains waste and is eager to help companies be more efficient with their resources.

George still runs, but mainly for fun these days. He has completed marathons and recently ran a 30k trail race. When not studying, running or working, he enjoys bowling, soccer, and fishing. George is also a member of the MSBA Student Engagement Council.
Wynne loathed school and everything about it, until high school geometry and a teacher who helped him fall in love with math. His love of math grew in college during his statistics classes and he knew an MSBA degree would be a valuable asset to help him thrive in the world while being able to do something he is passionate about.

Wynne has spent time working on his family’s sheep farm in Australia and at one point, even considered joining the business. He grew up playing with Legos and approached putting them together in an unorthodox way like a mathematical problem. He never used the instructions to build the sets, but instead, used his own creativity to construct them. Wynne feels he is left and right-brained, which is an uncommon yet valued trait in business.

His hero is Neil Degrasse Tyson, he likes astrophysics, is constantly using his imagination, and is always asking the question “Why?”. Wynne looks at analytics the same way and is really curious to uncover new insights while digging through data.
George Schmitz
Huntington, NY

Wake Forest University
Bachelor of Arts in Economics - Mathematics

George is a dual citizen of the United States and Ireland, where his mother was born. He’s adventurous, loves travel, trying new things, and making new friends wherever he goes. His volunteer work at a hospital has helped him to be more empathetic and understanding. Any spare time he has is taken up by working for a burgeoning men’s grooming company, Fulton & Roark, a maker of solid colognes, bath, and shaving products.

As a math minor at Wake Forest, George took a multivariate statistics class that used R programming. His interest in analytics was tickled and he enrolled in the MSBA program. He is intrigued by data modeling and data visualization. He previously performed some multidimensional scaling for the Wake Forest Demon Deacons basketball team.
Min is always challenging herself to step outside her comfort zone. As an undergraduate, she gave speeches to tackle her fear of public speaking. She is motivated by personal development, intellectual challenges, and always expects to learn from whatever situation or job she is in.

While working as a data analyst intern, Min realized the inefficiencies of looking at data in Excel. She wanted to learn the skills to handle the data more adeptly. She questioned whether she had the expertise to do this and decided to embark on the MSBA journey. Min loves the idea of being able to tell interesting stories from the data she is analyzing.

Hiking and cooking new recipes are two of her hobbies and she considers herself adventurous. Min plays the Suona, a flute-like, traditional Chinese instrument dating back to the Jin dynasty (265-420). Min is an MSBA Student Ambassador.
Woody's interest in big data began when the governor of New York announced an increase in the state’s minimum wage. This meant determining how to increase prices without losing customers and how many employees to retain without sacrificing service. Woody knew if they had more data, their results would be more precise. He knows the skills he is learning now in the MSBA program will be able to provide more analyses in problems... like the hourly wage predicament.

He is quick to learn and is comfortable in any situation. As an analyst for Nationwide Mutual Insurance, Woody was brought in to perform transfers that were taking around fifteen days to complete. He was able to decrease the time of transfers to two days and delivered on the corporate promise to clients. In addition, Woddy modified existing work procedures to increase efficiency by 50%. He is ambitious, loves to help others, and has a passion for photography. Woody is the president of the School of Business Graduate International Student Association.
When he sees data that is an absolute mess and he can then draw insights and context from it, that is what excites Grant about data analytics. It’s like detective work to him: hidden in the data is something that is correlated and creates a story woven between it. He is interested in how ideas become products and sees the connection between data and future of new products and services.

Grant considers himself a quick study and is a firm believer that if you say it, you do it, and if you talk it, you walk it. He started working at 12 years old as a brick mason in his family business. He was an Airborne Infantryman with the 82nd Airborne Division, serving in Afghanistan. He also worked his way through undergrad in the campus purchasing office. He knows what it means to put in a good day’s work.

Grant will have the special honor of being the first student to have a baby born while in the program. He always endeavors to be a better father, husband, and faithful friend. He was raised to be thick-skinned and hard-nosed, but he feels humor is the best way to make a bad situation a little bit better.
Wake Forest University
Bachelor of Science in Mathematical Statistics
Bachelor of Arts in Economics

It was a statistical methods class that first opened Jason’s eyes to the power of analytics. Then, the film “Moneyball” sealed the deal and he fell in love with data. He was enthralled that a sports team could use algorithms and statistics to find qualified players in a setting where they could not afford the top talent. He asked himself, “If a sports team could use analytics, then what are other unique ways that data could be used?”

Jason has worked with data at several positions. As a data analyst for Tencent Holdings, he not only used data to increase mobile app retention by 15%, but he also resolved data quality problems by changing the collection process. Jason has experience in the finance world as well. He interned at China Construction Bank and worked directly with mutual fund clients.

Jason is passionate, eager to learn, and outgoing. He is a huge fan of Italian soccer and was the student manager for the men’s soccer team at Wake Forest. He used the opportunity to meet new people and better serve others. He is an MSBA Student Ambassador.
JIN ZHANG
Qingdao, China

Furman University
Bachelor of Science in Mathematics and Economics
Minor - Philosophy

Jin is a leader and an entrepreneur. His interest in data and analytics was spurred in an unusual way. In China, Jin helped start an organization that runs a sailing tournament. His business partner suggested they use data from every boat such as health stats, pulse, performance, speed and other comprehensive data in order to forecast results and provide feedback to the coaches during practice. Jin then realized that big data was a field he wanted to pursue.

As a freshman at Furman University, Jin was the underdog to be elected to the Chinese Student Association. Instead of accepting a potential loss, he rallied and started meeting as many fellow students as he could, including the football team, to build voter support. On voting day, he received the most votes ever as a freshman and was elected to the association.

Jin is still the COO of his company back in Shanghai. This consumes most of the time he has outside of school. He has extensive training in Japanese martial arts, tea service and Japanese philosophy. His smile and friendly manner also go everywhere he goes. Jin is a member of the MSBA Student Engagement Council.
JINGYU
ZHANG
Guilin, China

The Ohio State University
Bachelor of Science in Business Administration - Accounting

It was the book Big Data that really got Jingyu intrigued with the idea that big data will transform the way we live, work, and think. Later, her experience at the Ohio Department of Taxation further secured that notion that data analytics is the future.

Jingyu first became interested in how analytics can apply to accounting. While researching the notion of big data in accounting, she learned about business analytics. Upon this discovery, she knew she wanted to find a program where she could learn more and develop skills to launch a career in analytics.

Jingyu has an affection for helping others and helps repairs houses for veterans. She has volunteered as a tax assistant to assist low-income clients with taxes, filing statuses, and to locate eligible credits to support them. Jingyu is also adventurous and likes sports, including hang gliding.
It was Vicky’s curiosity that led her to pursue education outside of China. She has studied in Canada and the United States. Even though she studied economics, it is her love for math and the application of it in her internships that led her to analytics. She says while most people dislike math, she has a true love for it, and cannot wait to apply her degree in her career.

She used her knowledge and skills when she researched data and built an analysis around the influential factors on organic food demand in Beijing. Vicky used her findings to recommend ways to promote the development and expansion of the domestic organic economy, an industry she is passionate about.

In academics, her personal life, and her career, Vicky is conscious to do everything to the best of her ability and with ultimate sincerity. She loves volunteering and has served in Florida giving her time to churches and schools and helped distribute food to the less fortunate. She has also volunteered her time helping set up an organic farmers market in Beijing. Vicky has a passion for children, loves to read, travel, play billiards, and ride her unicycle.
Before Yihao enrolled in the MSBA program, he was seeking ways to combine his finance and statistics background. He is eager for a career in analytics, because he loves the idea of finding something totally unexpected. Harnessing messy data and developing it into actionable insights for a company is very exciting to him.

Yihao has had three different, but complementary, financial experiences. One of them at Nashton Partners as a Private Equity Intern and the other two at CITIC Securities as an Equity Research Associate and a Middle-Market Investment Banking Analyst. He likes the idea of being engaged with clients and the sense of accomplishment from those interactions. Yihao is excited to build upon these experiences and apply his knowledge in a field that will always be changing.

Yihao is motivated by positive emotion. When he is passionate about something, there is no stopping him. This applies to his work, and the people around him. In his free time, Yihao follows the financial markets closely and reads classic literature, including 18th century French novels.
Juliet is a daredevil. She likes trying anything new and that includes skydiving, hang-gliding, or anything else with heights and speed. She is also an entrepreneur. Juliet launched an independent Chinese apparel brand and has helped cultivate a market for it here in the United States.

While getting her Masters of Science in Management and working in the United Kingdom, Juliet realized she wanted to know more about the “micro” elements of business. This, and her interest in problem solving, fueled her ambition to get an MSBA. Juliet knows there are business challenges whose solutions go beyond math and finance. She wants to get down to the details of the data that require a deeper level of thinking and analysis.

Juliet loves to help people. She taught a course on Chinese culture while in the UK. Although challenging, it was also extremely gratifying to share her culture with others. She enjoys playing the piano, and true to her daredevil streak, has recently taken up karate.
Résumes

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