Brendan Lai

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Experiences

NSUS Group (GGPoker) — Toronto ON, CA

Business Intelligence Engineer — *October 2024 – Present*

- Built and validated forecasting models in python to guide organizational strategy leading to optimized budgets and improved OP margins
- Designed bi-annual OKR measurement frameworks to align business unit objectives with global company growth
- Prepared and presented monthly budgeting reviews with executives and partners identifying areas of growth and losses through data
- Analyzed marketing performance by designing LTV Models (clustering), CAC measurement, and incremental ROI analysis methods
- Collaborated with data engineers to ensure data warehouses (Snowflake) are up to date, error free, and well documented
- Developed production level tables combining data from various sources, cleaning data, and applying business logic to provide insights

Business Intelligence Analyst — *February 2024 – October 2024*

- Enabled data-driven culture as measured by 50% increases in Tableau login and dashboard viewing rates by implementing the following:
  - Established cohesive reporting styles, simplified dashboard interactivity, removed unnecessary information, improved clarity of KPIs
- Optimized business operations via automated tools supporting various teams including compliance, treasury, and customer service
- Reduced average ad hoc request turn-around from 1 week to 48h by introducing a complexity and urgency-based prioritization framework
- Identified day-to-day and weekly issues in the business - key projects have been in operations, marketing, compliance and CRM

BC Children's Hospital – Digital Health Innovation Lab — Vancouver BC, CA

Data Analyst (Part-time Contract) — *September 2022 – April 2024*

- Increased surgical site infection prevention adherence rates by 40% by developing and deploying informational PowerBI dashboards
- Improved dashboard usability ratings by 30% in satisfaction and 50% in frequency by implementing a collaborative design process
- Ensured Maintained data confidentiality for both patients and providers when providing insights

Analytics Developer Co-op — *May 2022 – August 2022*

- Lead end to end dashboard development for the PeDI registry helping the clinicians understand and analyze difficult intubation techniques
- Used python to build scripts that clean and merge a variety of data sources to conduct data analysis for pain risk prediction studies (POQI)

CIBC — Toronto, Ontario, CA

Business Systems Analyst Co-op — *September 2021 – April 2022*

- Built and deployed Tableau dashboards supporting management to identify workflow inefficiencies and viable solutions
- Reduced average project delivery length from 5 days to 2 days by implementing a fast-track process segmenting requests automatically
- Recipient of the outstanding co-op student award as nominated by my team for exceptional contributions

Education

The University of British Columbia - Vancouver, BC, Canada — Graduated May 2023

Bachelor of Applied Science in Integrated Engineering — *GPA - 3.75 / 4.33*

Awards: Graduated with distinction, *Deans Honour List (2020, 2021, 2023), 2 x Design and Innovation Award (IGEN330 and IGEN 430)*

Projects

NHL Point Scoring System EDA and Player Type Clustering – Personal Project

- Used python to evaluate and analyze how a 3-2-1-0 points system would have affected past seasons versus the current points system
- Developed clustering model categorizing player types and data analysis on the archetypes of past championship winning teams

Foosbot: An autonomous foosball opponent (4th Year Capstone) — UBC (IGEN430)

Team Lead & Developer — *October 2022 – April 2023*

- Designed and built a robotic foosball opponent using a camera and detection algorithms to track the ball sending commands to our MCU
- Used python to code key elements of the project such as the robotics decision making, ball tracking, and camera calibration methods
- Applied data driven approach to developing our prediction algorithms for the ball's position and programmed the robot's strategy model

Skills

Technical: Python, Tableau, SQL, Snowflake, PowerBI, Git, Excel, VBA,

Analytics Frameworks: LTV modelling, Churn Prediction, ROI analysis, KPI Development, Regression, ETL, Dashboard Design

Interpersonal: Analytical problem-solving, data storytelling & communication, collaboration, project management, adaptivity, curiosity