

# Brendan Lai

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## Experiences

### NSUS Group (GGPoker)

Toronto ON, CA

Business Intelligence Analyst

February 2024 – Present

- Leading the redesign and development of new Tableau dashboards to improve UX, data reliability, and dashboard performance
- Improved core KPI refresh rates from daily to 4 times per day by migrating data preparation steps from Tableau Prep to Snowflake
- Developing new and improving existing KPIs such as LTV, churn, user segmentation, player winningness assessments and more
- Supporting a variety of teams such as marketing, payments, affiliates, and finance by converting data insights to actionable ideas

### BC Children's Hospital – Digital Health Innovation Lab

Vancouver BC, CA

Data Analyst (Part-time Contract)

September 2022 – April 2024

- Developing and deploying PowerBI dashboards to improve surgical site infection prevention awareness increasing adherence rates by 40%
- Redesigned dashboards increasing usability ratings by 30% in satisfaction and 50% in frequency of use as determined via clinician surveys

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

- Developed and deployed Tableau dashboards supporting management to identify workflow inefficiencies and viable solutions
- Presented analysis and dashboards to senior leaders reducing average project delivery length by 5 days (40% decrease)
- Designed process routines and built automated python scripts reducing time spent on daily tasks and improving data cleanliness

### MDA Space

Halifax, Nova Scotia, CA

Software Engineer Co-op – Test Automation

May 2021 – August 2021

- Designed and developed automated tests using Java expanding the project's smoke and regression test coverages by 50% and 20%
- Optimized the test precondition steps reducing the runtime by 60% and improved smoke test's reliability to 100% verification

## 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

### Overlap: Music Sharing Web Application (3rd Year Capstone)

UBC (IGEN330)

Backend Team Lead & Algorithm Developer

October 2020 – April 2021

- Built a Spotify integrated web application returning users listening habits and letting you discover your friend's music tastes
- Designed and developed: data schemas, routing, and middleware functions for our RESTful API and its endpoints
- Coded and developed playlist generation model and users' favourite songs incorporating collaborative filtering and clustering in python

## Skills

**Technical:** Python, Tableau, SQL, Snowflake PowerBI, Git, Excel, VBA , Data Analytics, Machine learning, Object-Oriented Programming

**Interpersonal:** Analytical thinking, problem-solving, communication, teamwork, time-management, creativity, adaptive learning