

Xinhui (Iris) Lu

xl2832@nyu.edu • (315)-898-6608 • <https://www.linkedin.com/in/xinhuiirislu/>

New York University

Master of Science in Management and Systems

Relevant Coursework: Database Applications, Data Mining and Warehousing, Financial Statement Analysis

Boston College

Bachelor of Arts in Communications

New York, NY

Expected Dec 2023

Chestnut Hill, MA

May 2021

EXPERIENCE

Viatrix

IT intern, Manufacturing R&D

Pittsburgh, PA

Jun-Aug.2023

- Programmed new recipes in MES for manufacturing automation systems. Managed project from creation to system testing, in order to manufacture the 2 new healthcare products launched in the US market.
- Designed data visualization in Power BI for tracking lab testing. Reports were used by the Quality team to track testing schedules, and reduced up to 4 hours of manual data entry work every week.
- Served as subject matter lead in weekly meetings with the global analytics team. Collaborated on a reporting suite using LIMS data to study manufacturing quality rate. Presented IT projects with the global team of 40 staff.
- Simplified data infrastructure in MsSQL server, created views to track batch records. Created a view to connect the potency rate from each batch execution which the current database does not support.

African Bridge Network

Marketing Analyst

Boston, MA

Apr-Jun.2023

- Solved marketing problems using quantitative metrics that helped marketing team visualize user behavior and track marketing performance. Reports helped marketing team to track KPIs monthly.
- Collaborated with Marketing and IT team to design A/B testing on studying click-through rate on most-viewed webpages. Wrote code for tracking button clicking rate on five pages.

The Statue of Liberty—Ellis Island Foundation, Inc

Data Analyst

New York, NY

Jan-Mar.2023

- Created and managed ETL pipelines for migrating data into cloud database. Filter data to make sure of data quality and integrity.
- Conduct strategic analysis in SQL using website traffic data to help understand consumer behaviour. Findings was used by marketing team to make design decisions to trim product sectors.
- Designed monthly dashboards in Tableau that were used to support business development team.

International Girls Academy

Web developer

Newark, NJ

Jun -Aug.2022

- Customized a responsive platform using CSS and JavaScript. Added new features that supporting users to sign up for future events. Interactions on the website increased by 61% within 30 days.
- Set up an e-commerce store on the website and optimized the checkout system, more than 50% of online store visitors converting into customers within 2 months.

Maxx Marketing

Business Intelligence Analyst Intern

Hong Kong

May-Aug 2019

- Managed a portfolio of 5 licenses. Tracked campaign execution performance indicators in Excel using statistical models, and designed data visualization for presentations with stakeholders.
- Assisting the sales team on multiple projects through quantitative research, market analysis to measure feasibility of new business projects.

PROJECTS

Superstore Flooring business data analytics, GC3510 Data Mining & Warehousing, data analyst.

Fall 2022

- Mined over 50,000 lines of sales data from csv files into MySQL for analysis and interpreted datasets for local and national trends that impact the business. Created a star-schema data warehouse to optimize querying.

United Airlines Consumer Marketing Strategy MKTG2153 Quantitative research for Customer Marketing

Fall 2021

- Identified correlation between flight durations and customer review scores through secondary research, focus groups and interviews. Applied statistical analyses using SPSS to study data gathered, methods used including hypothesis test, Chi-Square and Z test.

SKILLS

Software: Microsoft Office (Excel, Word, PowerPoint) Google Sheets, Tableau, MySQL, Oracle Database, MsSql

Programming languages: SQL, PYTHON, HTML, CSS, JavaScript, PHP