JOEY LEE

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EDUCATION

University of California, Irvine — June 2025
Master of Science in Business Analytics — *Irvine, CA*
- Leadership: Vice President of Marketing Merage Analytics Club

University of California, Riverside — October 2020 - December 2023
Bachelor of Science in Business Analytics - Dean's Honor List — *Riverside, CA*

TECHNICAL SKILLS

Microsoft Excel, Power BI, Alteryx, SQL, Python, Tableau, R, Salesforce CRM, ServiceNow, Jira, Bugzilla, Google Workspace, Microsoft Office Suite (Word, PowerPoint), A/B Testing, Process Improvement, Data Analysis, Critical Thinking, Leadership

EXPERIENCES

Boldyn Networks — June 2025 – Present
Business Intelligence Intern — *Irvine, CA*
- Built interactive Tableau and Excel dashboards to visualize sales performance metrics, regional pipeline trends, and market share across key verticals, improving visibility and enabling data-driven decision-making
- Created and maintained sales reports using Salesforce CRM, Tableau, and Excel to support Commercial Operations
- Conducted market research and supported FOIA submissions, enhancing internal competitive intelligence

Ingram Micro — January 2025 – June 2025
Student Data Analyst Apprentice — *Irvine, CA*
- Engineered a scalable product categorization solution by scraping public data and enriching incomplete product descriptions, enhancing search accuracy and inventory visibility in Ingram Micro's IT equipment catalog
- Classified over 10,000 IT products using a custom three-tier taxonomy, directly supporting B2B sales operations by enabling clearer product segmentation, optimized recommendations, and more strategic distribution insights

NextLabs, Inc. — February 2023 – June 2025
Customer Support Product Specialist — *San Mateo, CA*
- Delivered technical support to Boeing and other clients, minimizing system downtime and boosting operational efficiency while collaborating cross-functionally to reduce product defects by 10% and enhance overall software performance
- Analyzed customer support trends to uncover key pain points, contributing to a 15% improvement in product marketing strategies through targeted insights

Software Quality Assurance Intern - QA Team
- Designed and executed 500+ manual test cases for Windchill Entitlement Management, performing functional, regression, and usability testing to identify bugs and ensure consistent, high-quality user experiences
- Analyzed defect trends and testing data to improve test efficiency and reporting, proactively tracked test progress, and collaborated with cross-functional teams to support informed QA decisions

PROJECTS

Sun Country Airlines Case Study
Lead Data Analyst
- Analyzed over 1M+ booking records using K-Means clustering to uncover customer trends, helping shape more personalized marketing strategies and smarter business decisions
- Developed a 10-page report with targeted marketing strategies based on booking behaviors and revenue, recommending personalized promotions for cost-sensitive travelers and enhanced services for business clients

Tinder Data Analysis & Match Prediction Algorithm
Lead Data Analyst
- Designed and implemented Python-based algorithms with 90% accuracy, leveraging data insights to predict user behavior and optimize engagement, demonstrating strong analytical and technical problem-solving skills.
- Carried an in-depth analysis of hundreds of Tinder data points using Tableau, and designed Python-based algorithms incorporating advanced regression models to deliver match predictions with an average accuracy rate of 90%