

ZHI (KATY) GUI

Dallas, TX • (346) 212-8175 • zgui@smu.edu • www.linkedin.com/in/zhigui • <https://katygz.github.io>

EDUCATION

Southern Methodist University, Cox School of Business

Master of Science in Business Analytics

GPA: 3.933/4.00; GMAT: 780 (99th percentile); Honors: Alpha Chi Honor Society, Top Merit Scholarship

Coursework: Managerial Statistics, Programming for Analytics, Database Design, Data Visualization

Dallas, TX

May 2025

Waseda University

Master of Science in Global Sociology

GPA: 3.88/4.00; Honors: Hasegawa International Scholarship

Tokyo, Japan

Apr 2017

North China Institute of Science and Technology

Bachelor of Arts in Japanese

GPA: 3.74/4.00

Hebei, China

Jun 2014

SKILLS & CERTIFICATIONS

Technical Skills: Python, SQL, R, Oracle, Tableau, PowerBI, KNIME, Alteryx, AWS, AZURE, SAS, SSRS, Advanced Excel

Certifications: Microsoft Certified: PowerBI Data Analyst Associate (Microsoft), Advanced Proficiency in KNIME Analytics Platform (KNIME), Excel to MySQL: Analytic Techniques for Business (Duke), Python for Data Science and AI (IBM)

Languages: Fluent in Japanese (JLPT N1 Certification), Mandarin (Native)

RELEVANT EXPERIENCE

Elink International Inc

Business Analyst

Houston, TX

May 2022- May 2023

- Integrated and processed sales and online e-commerce data from multiple platforms in **Oracle**, applying **Time Series Analysis** such as moving averages and growth rate analysis to identify trends, achieving \$120K in sales within one month
- Identified consumer preferences and guided sales strategy adjustments by utilizing **SQL/Tableau** to visualize operational insights through 6 interactive **BI dashboards**, providing clear and actionable information to stakeholders for strategic decision-making
- Optimized the R2V3 Certification project using **Advanced Excel** to create intuitive dashboards for stakeholders' metric analysis, ensuring flawless documentation for 100+ projects, bolstering reputation and securing 9 new clients within two months

Sanko Soflan Holdings Co., Ltd

Marketing Analyst

Tokyo, Japan

Jan 2018 – Feb 2019

- Analyzed competitor pricing, property details, and customer reviews in **Excel**, leveraging variables like location, property size, and satisfaction to build a **Predictive Pricing Model**, optimizing pricing strategy and increasing profit margins by 15%
- Collaborated with multiple departments to design targeted marketing campaigns using **Excel VBA** for automated customer segmentation and activity tracking, driving a 35% revenue increase in three months
- Capitalized on market opportunities through **Financial Modeling** and **CRM** insights, leading the integration of Alipay to attract Chinese tourists, resulting in a 65% year-over-year revenue growth

DATA ANALYTICS PROJECTS

Comprehensive Data Analysis of Yelp Dataset

Aug 2022 – Sep 2022

- Cleaned and filtered 1.32M users, platform check-ins, and business projection data from six sources into **MySQL**, implemented business requirements using **ETL**, reduced data compiling time by 80%
- Performed sentiment analysis using **Python** for over 5.26 million reviews by feature vectorization and text mining to adjust business starting, resulting in a 17% improvement in prediction precision

Revolutionizing Cash Flow Forecasts for Purchase and Redemption

Aug 2023 – May 2024

- Led a data science team to consolidate 100k+ user records into **MySQL**, achieving a 15% improvement in AFSG's forecasting accuracy
- Developed a **Python Pipeline** with 10+ LSTM models and seasonal adjustments, delivering precise cash flow predictions for strategic planning

A/B Testing for User Engagement Optimization in Mobile Gaming

Jan 2024 – Feb 2024

- Designed and implemented A/B tests in collaboration with cross-functional teams, analyzing data from 90,189 players to uncover actionable insights that improved engagement and retention strategies
- Applied a **Logistic Regression** model to predict player retention (day1 and day7), leveraging historical gaming data to inform key decisions and improve game design, boosting retention strategies

LEADERSHIP & ACTIVITIES

Amazon.com, Inc

Founder, Sea World Small Business

Tokyo, Japan

Sep 2015 – Nov 2017

- Led a three-member team to deliver Amazon seller training, equipping participants with market entry strategies in two weeks
- Implemented sales strategies that achieved profitability in one month and doubled electronic products revenue in six months