ZHI (KATY) GUI

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EDUCATION

Southern Methodist University, Cox School of Business Dallas, TX
Master of Science in Business Analytics May 2025
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

Waseda University Tokyo, Japan
Master of Science in Global Sociology Apr 2017
GPA: 3.88/4.00; Honors: Hasegawa International Scholarship

North China Institute of Science and Technology Hebei, China
Bachelor of Arts in Japanese Jun 2014
GPA: 3.74/4.00

SKILLS & CERTIFICATIONS

Technical Skills: Python, SQL, R, Oracle, Tableau, PowerBI, KNIME, Alteryx, AWS, AZURE, SAS, SSMS, Advanced Excel
Certifications: Microsoft Certified: PowerBI Data Analyst Associate (Microsoft), AWS Certified Data Engineer – Associate (AWS), AWS Certified Machine Learning Engineer – Associate (AWS), Excel to MySQL: Analytic Techniques for Business (Duke)
Languages: Fluent in Japanese (JLPT N1Certification), Mandarin (Native)

RELEVANT EXPERIENCE

Elink International Inc Houston, TX
Business Analyst 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 Tokyo, Japan
Marketing Analyst 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 Tokyo, Japan
Founder, Sea World Small Business 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