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: 3.925/4.00; GMAT: 780 (*99th percentile*); Honors: 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, SAS, SAP, Advanced Excel
Certifications: Excel to MySQL: Analytic Techniques for Business (Duke), Python for Data Science and AI (IBM), Supervised Machine Learning: Regression and Classification (Stanford)
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** to identify and monitor trends and patterns, resulting in a sales volume exceeding $120K within one month.
- Identified consumer preferences and guided sales strategy adjustments by utilizing **SQL/Tableau** to visualize operational insights, providing clear and actionable information to stakeholders to help with strategic decision-making process
- Optimized the R2V3 Certification project using **Advanced Excel** to create intuitive dashboards for stakeholders' metric analysis, resulting in flawless documentation across 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 information, property details, and customer reviews in Excel, applied variables like location, property size, and satisfaction to create a **predictive pricing model**, resulting in 15% boost in profit margins
- Collaborated with multiple departments to design targeted marketing campaigns using **Excel VBA**, enhancing both customer acquisition and retention, resulting in a significant revenue increase of 35% within 3 months.
- Employed **financial modeling** and **CRM system** to discern market opportunities, leading to the integration of Alipay in the hotel tailored for Chinese tourists, leading to 65% year-over-year increase in revenue, capitalizing on the rapid growth of Chinese tourists

DATA ANALYTICS PROJECTS

Unveiling Business Insights - A 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% lift in staring precision

Revolutionizing Cash Flow Forecasts - A Paradigm Shift in Purchase and Redemption Predictions   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** and optimized 10+ models with LSTM and seasonal adjustments, achieving superior cash flow predictions

A/B Testing for User Engagement Optimization in Mobile Gaming   Jan 2024 – Feb 2024
- Collaborated with cross-functional teams to design and implement **A/B tests**, conducting extensive data analysis on 90,189 players, resulting in actionable insights that optimized user engagement and retention
- 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 three-member team, delivering intensive training on becoming Amazon sellers within a two-week timeframe
- Implemented marketing strategies that achieved profitability in one month and doubled phone case revenue in six months