

Mike Mai

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EDUCATION

M.S. Business Analytics (STEM), *USC Marshall School of Business* *Expected Dec 2026*
Coursework: SQL Databases, Advanced Regression Analysis, Data Visualization

B.A. Business Economics, *University of California, Irvine* *May 2025*
Coursework: Corporate Finance, Applied Econometrics, Economics of Strategy

PROJECTS

Product Sentiment Dashboard, *Consumer Electronics Review Analysis* *2025*

- Built real-time NLP sentiment dashboard tracking 5 pain point categories across customer reviews, surfacing Bluetooth/connectivity as top concern at 26% frequency with severity score of 21.
- Engineered keyword analysis and radar chart visualization across 5 defect dimensions, enabling product teams to triage critical issues and deprioritize battery concerns (14%, within expected parameters).

E-Commerce Analytics: TikTok Shop US *Feb 2026*

- Identified 67 high-potential creator partners (below median 1.2M views yet above 0.43% collect rate benchmark) by engineering a conversion scoring model across 350 scraped TikTok records.
- Pinpointed 30–45s as the highest-converting video duration cohort via volume-weighted collect rate analysis, recommending this format as the priority content length for affiliate partnerships.

Business Intelligence & Data Quality Analysis, *USC Marshall* *Dec 2025*

- Created Revenue-per-Salary metric across 10+ relational tables, revealing performance spread between agents and surfacing \$100K+ revenue surplus to support leadership's strategic planning.
- Audited entire database for integrity (zero duplicates, zero invalid entries, zero formatting errors) via GROUP BY, HAVING, and regex checks, establishing clean foundation for business reporting.

Synapse: AI-Driven CRM Tool, *USC Marshall Case Competition* *Sep 2025*

- Surfaced critical product gap (75% of users forget post-event details yet 90% see high value in a solution) by designing and analyzing a user survey (n=40), directly driving NLP summarization as core MVP feature.
- Quantified market demand (60% of users attend 8+ events monthly) and proposed AI-assisted follow-up automation, incorporated into phased product roadmap presented to cross-functional stakeholders.

EXPERIENCE

Investment Analyst Intern, *Caixin Securities* *Jun – Sep 2024*

- Monitored revenue growth, margin trends, and cash flow for \$130B+ in assets across 10+ listed companies using an Excel tracker, delivering performance insights to support leadership decisions.
- Standardized multi-year income statement, balance sheet, and cash flow data in Excel, ensuring integrity of datasets used directly in valuation modeling for special projects.

SKILLS & INTERESTS

Technical: SQL, Python, Excel (PivotTables, VLOOKUP), Tableau, Claude API / Prompt Engineering

Languages: English (Fluent), Mandarin (Native)

Interests: Competitive Esports, GenAI Trends, Skiing, Global Travel