

# MIKE MAI

Los Angeles, California 90007 • (949) 743-4045 • kexiajie@usc.edu • <https://www.linkedin.com/in/kexiajiemai/>

## EDUCATION

**University of Southern California, Marshall School of Business** – Los Angeles, CA

**December 2026**

*Master of Science in Business Analytics (STEM)*

- Focus: Data Cleaning & Transformation, Business Intelligence, Data Analytics
- Core Coursework: SQL Databases, Advanced Regression Analysis, Data Visualization (Tableau)

**University of California** – Irvine, CA

*Bachelor of Arts in Business Economics*

- Coursework: Corporate Finance; Applied Econometrics ; Economics of Strategy

## PROJECTS

**TikTok Shop US** - Independent Market Research

**February 2026**

- Analyzed raw engagement data to uncover actionable insights on video duration, certifying 30-45s storytelling content drives higher retention to support Marketing teams in optimizing content strategy
- Evaluated hashtag performance via observational analysis, utilizing a Welch's T-test in Python to validate #TikTokMadeMeBuyIt drives higher user intent
- Developed a Creator Performance model to filter data outliers and benchmark efficiency; identified 63 high-potential partners (4x–8x ROI), providing data-backed recommendations for the "Incubation" program

**Synapse (AI-Driven CRM Tool)** - USC Marshall

**September 2026**

- Directed project governance activities and milestone reviews for 0-to-1 incubation of an AI tool, validating 90% purchase intent through quantitative user research
- Established "Privacy by Design" frameworks and standardized PMO workflows, collaborating with cross-functional teams to align project delivery with core business priorities
- Developed metrics to track operational efficiency, establishing KPIs reduced workflow latency to <3 minutes and projected an 80% increase in user retention

**ANALYTICAL PROJECTS** - USC Marshall

**December 2025**

- Constructed and maintained interactive dashboards in Python to monitor project performance and revenue metrics, supporting data-driven strategic decisions
- Managed end-to-end data lifecycle by merging disparate datasets using SQL (CTEs/Joins), performing data cleaning and transformation to ensure 100% data integrity for PMO reporting
- Interpreted complex business data to identify \$100k+ in projected revenue surplus, translating technical findings into actionable insights for cross-functional stakeholders

## EXPERIENCE

**Caixin Securities** – China (Chongqing)

**June 2024 – September 2024**

*Investment Analyst Intern*

- Collaborated with cross-functional research and trading teams to interpret business data across 10+ listed companies, translating complex financial datasets into actionable insights for PMO leadership
- Facilitated with project governance by delivering strategic risk assessments on pediatric market; utilized demographic forecasting to track long-term market contraction risks for the Investment Committee
- Constructed an portfolio pursuing dashboard using Advanced Excel (complex formulas, PivotTables, VLOOKUP) for \$130B+ in assets, reducing reporting latency

## SKILLS & INTERESTS

- **Technical Skills:** SQL (Window Functions, Joins), Python (Pandas for Data Cleaning), Excel (Pivot Tables, VLOOKUP)
- **Languages:** English, Mandarin
- **Interests:** Competitive Esports, GenAI Trends, Outdoor Sports (Skiing), Global Travel