

MIKE MAI

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EDUCATION

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

December 2026

Master of Science in Business Analytics (STEM)

- SQL Databases, Advanced Regression Analysis, Data Visualization

University of California – Irvine, CA

May 2025

Bachelor of Arts in Business Economics

- Corporate Finance; Applied Econometrics ; Economics of Strategy

PROJECTS

E-commerce Analytics Project - TikTok Shop US

February 2026

- Cleaned and structured 300+ user engagement records using Python (Pandas), handling null values and outliers
- Conducted Welch's T-test to compare retention rates between 30–45s and long-form content; identified statistically significant uplift ($p < 0.05$) facilitating short-form optimization
- Developed a performance mode identified 63 high-potential partners, delivering property intelligence insights to support special projects

Business Intelligence & Data Quality Analysis - USC Marshall

December 2025

- Conducted end-to-end data quality audit across 10+ relational tables (Agents, Customers, Engagements, Entertainers)
- Validated primary keys and referential integrity; identified zero duplicate records using GROUP BY + HAVING checks
- Developed structured reporting outputs to summarize revenue, efficiency, and customer metrics for business review discussions
- Analyzed complex business data and identified over \$100K in projected revenue surplus; contributed to special projects supporting strategic decisions across system

Synapse (AI-Driven CRM Tool) - USC Marshall

September 2025

- Designed NLP-based summarization workflow to extract key insights from networking notes
- Analyzed survey data ($n \approx 40$ students) to quantify follow-up gaps; found 75% forget conversation details and 60% attend 8+ events monthly
- Presented analytical findings to cross-functional teammates and incorporated feedback to refine data survey design
- Identified workflow bottlenecks in post-event follow-up process and proposed AI-assisted task automation to reduce manual drafting time

EXPERIENCE

Caixin Securities – China

June 2024 – September 2024

Investment Analyst Intern

- Built Excel-based financial performance tracker to monitor revenue growth, margin trends, and cash flow consistency for \$130B+ in assets
- Completed in special projects to analyze performance across 10+ listed companies, providing operational support and actionable insights for leadership
- Extracted and validated multi-year financial statement data (income statement, balance sheet, cash flow) using Excel; standardized datasets to ensure data integrity for valuation modeling

SKILLS & INTERESTS

- **Technical Skills:** SQL, Python (Pandas), Excel (PivotTables, VLOOKUP), Tableau, AI Tools(Gemini, Vibe Coding)
- **Languages:** English, Mandarin
- **Interests:** Competitive Esports, GenAI Trends, Outdoor Sports (Skiing), Global Travel