

LAURYN ZHAI

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Strategic Business Data Analyst | Cross-Functional Project Leader | Data-Driven Decision Optimizer

EDUCATION

Wake Forest University, School of Business

Winston-Salem, NC

Master of Science in Business Analytics | GPA: 3.97 (Distinction)

May 2024

University of California, Irvine

Irvine, CA

Bachelor of Arts in Business Administration | GPA: 3.95 (Dean's List)

March 2023

RELEVANT SKILLS

Business Skills: Strategic Planning, Business Case Development, Project Lifecycle Management, Executive Communication

Technical Skills: Python, MS Excel (VBA & Solver), HTML, SQL, Java Script, Tableau, Power BI, Google Analytics

PROFESSIONAL EXPERIENCE

Honda Aircraft Company | Python, Microsoft 365, Excel VBA, HTML, Corporate Strategy

Greensboro, NC

Corporate Planning Analyst, CEO Office

August 2024 – Present

- Grounded up a company-wide insourcing strategy for aero parts with Supply Chain; leveraged SAP to align **procurement planning** with long-term financial goals, achieving **\$8M** in total Manufacturing Bill of Materials (MBOM) savings
- Led cross-functional planning cycles across key business units to develop long-term financial plans and executive-ready **corporate strategies**, aligning enterprise goals with actionable initiatives that drove **\$10M** revenue realization
- Conducted **market research** and **competitive analyses**, including interviews with over 30 industry experts and insiders, to bridge gaps against industry benchmarks and provide strategic insights for **financial planning**
- Streamlined KPI tracking and corporate reporting by synthesizing cross-functional data and leveraging Excel Macros; presented clear recommendations to **C-Suite leaders** to support decision-making

Merchants Distributors, Inc. | Forecasting, Machine Learning, Data Storytelling

Winston Salem, NC

Graduate Student Consultant

September 2023 – May 2024

- Leveraged advanced **forecasting methods** and machine learning models (ARIMA, Auto-ARIMA, Exponential Smoothing, and Recurrent Neural Network) using **Python** and TensorFlow to optimize grocery **inventory planning**
- Improved predictive accuracy by 5% and enhanced operational efficiency through the development of inventory management solutions that are robust to purchase demand uncertainty
- Translated complex data into interactive **Power BI** visualizations and dashboards, delivering clear insights and actionable dynamic stock adjustment recommendations to stakeholders at all levels, including non-financial executives

Aochuang Asset Management | Data Mining, Microsoft Office, Financial Modeling

Hangzhou, China (Hybrid)

Financial Data Analyst Intern, Strategic Investment Department

July 2021 – April 2022

- Employed a top-down approach to conducting industry research and analysis by sourcing data from 100+ securities reports and financial statements; built a scorecard to monitor, evaluate, and manage key **risk control indicators**
- Compiled in-depth **retrospective analysis** and background research on five publicly traded pharmaceutical companies, uncovering insights on historical performance, operational health, and future outlooks
- Analyzed financial statements of target firms, built detailed **financial models** (e.g., DCF), and conducted **corporate valuations** utilizing P/E and P/B ratios to assess company performance and **investment potential**

Blue Sky Transway, Inc. | Data Wrangling, MySQL, Customer Service

City of Industry, CA

Market Analyst, Marketing Department

April 2019 – April 2022

- Leveraged **Excel** and Python to organize data from over 10,000 clients, conducting customer segmentation and cluster analyses to identify high value leads and support precision marketing strategies
- Developed 20+ reusable **SQL** scripts to extract relevant keywords from customer feedback and utilized the insights to create presentations with effective visualizations, contributing to the improvement of customer satisfaction

STRATEGIC PROJECTS

Fraud Detection Modeling | Logistic Regression, Random Forest, XGBoost

March 2024

- Developed **supervised learning** models to detect suspicious transactions indicative of unauthorized **third-party fraud**
- Integrated behavioral and sequence-based features to enhance detection accuracy across complex fraud scenarios

Stock Portfolio Optimization | Yahoo Finance, Bloomberg

November 2022

- Performed a decade-long analysis of Olympic sponsorship stocks to evaluate **market performance** and **risk exposures**
- Developed trading algorithms using **Python**, visualized risk/reward trade-offs in **Tableau** to support portfolio decisions

McGrathNicol Restructuring Program | Leadership, Risk Assessment

July 2021

- Conducted **due diligence** and evaluated sales performance based on financial statements to identify associated asset risks
- Led **M&A** and asset restructuring efforts through dividend modeling, asset estimation, and asset structure optimization