

MEGAN LIN

Oshawa, ON
778-323-6681

meganolin0@outlook.com
www.linkedin.com/in/meganlin3

PROFILE

MBAI Candidate at Ontario Tech University with a strong foundation in Marketing and Commerce from UBC. Skilled in Python, R, SQL, and Tableau, with hands-on experience in data analysis, modeling, and visualization. Passionate about leveraging data-driven systems to optimize business processes, strengthen financial decision-making, and deliver actionable insights across cross-functional teams

EDUCATION

Master of Business Analytics and Artificial Intelligence Sep 2025-Dec 2026

Ontario Tech University

- Data processing and visualization
- AI and Machine Learning

Bachelor of Commerce (Honours)

Sep 2021-May 2025

UBC Sauder School of Business, University of British Columbia

- Specialization: Marketing (Cumulative GPA: 80.9)
- L'Oréal Brandstorm 2023 with Masterclass

TECHNICAL SKILLS

- **Languages:** Python, SQL (BigQuery), R
- **Analysis:** IBM SPSS, Hypothesis Testing (ANOVA, T-Tests), A/B Testing, Regression, Clustering
- **Visualization:** Tableau, Power BI, Figma
- **Tools:** Contentful CMS, MS Excel, Qualtrics

PROJECT

Airline Satisfaction Analysis & ML Modeling (Python)

Academic Project

Nov 2025

- Processed and cleaned a large-scale dataset (129,000+ records) using **Pandas**, performing EDA with **Seaborn and Matplotlib** to identify airline performance and customer satisfaction
- Implemented unsupervised learning (**K-Means Clustering**) via **Scikit-Learn** to segment the customer base into 3 distinct profiles based on travel behavior
- Applied **Logistic Regression** models to each segment to determine feature importance, quantifying the impact of variables (e.g., legroom, wifi) on customer satisfaction probabilities

Sustainable Dining Solution

UBC Food Services, Vancouver, BC, Canada

Jan 2025-Apr 2025

- Designed and executed a **quantitative survey** via Qualtrics (n=227), performing rigorous data cleaning in **Excel** to isolate valid responses and ensure statistical integrity for downstream analysis
- Conducted **A/B testing** on menu designs to measure the impact of visual hierarchy on consumer choice
- Developed a **consumer segmentation model** identifying 7 distinct user profiles based on purchase frequency and price sensitivity, tailoring recommendations for high-potential groups
- Visualized findings using **Tableau**, highlighting a **56% taste-satisfaction gap** as the primary barrier to adoption, and presented data-backed strategies to increase plant-based consumption retention
- Recommended alternative labeling strategies, targeted educational campaigns, and engagement events to increase student adoption of sustainable food choices

Airbnb Case Study

Academic Project

Nov 2024-Jan 2025

- Designed and executed a **quantitative A/B test** (n=146) using Qualtrics to evaluate the impact of risk-framing on consumer purchase intent, specifically isolating gender as a moderating variable

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- Performed statistical hypothesis testing in **SPSS**, utilizing **independent samples t-tests** to identify a significant divergence in risk preference ($p=0.035$) and ad receptiveness ($p<0.01$) between demographics
- Calculated **Pearson correlations** ($r=0.34$) to establish a positive relationship between travel frequency and risk tolerance, validating Prospect Theory applications in travel marketing

WORK EXPERIENCE

Business Operations Intern

May 2024-Aug 2024

DP (DongPeng) Tile & Stone Canada, Vancouver, BC, Canada

- Managed **accounts payable** and performed monthly **bank reconciliations**, resolving discrepancies within one week
- Managed digital content updates using **Contentful**, ensuring high-fidelity input of product recommendation data for the 'You May Also Like' feature to support sales optimization strategies
- Monitored and recorded daily sales across domestic and imported product categories, adjusting inventory levels to maintain optimal stock availability

Teaching Assistant

Jan 2024-Apr 2024

UBC Sauder School of Business, Vancouver, BC, Canada

- Assisted the professor in grading assignments for a finance course with over 100 enrolled students, ensuring consistency and fairness in evaluations
- Conducted weekly tutorial sessions with practice questions and engaging activities. Facilitated in-depth discussions on course content, solving students' queries and enhancing their academic performance

EXTRACURRICULAR ACTIVITIES

Sauder Spark Exec

Apr 2024-Sep 2024

UBC Sauder School of Business, Vancouver, BC, Canada

- Organized orientation events for over 500 students and fostered volunteer engagement through recruitment, training, and community-building activities
- Managed a \$4,250 budget for supplies, rentals, and catering, ensuring cost-efficient procurement and smooth event execution
- Designed and facilitated large-scale team-building events for volunteers and participants, focusing on fun and inclusive activities

Social Media Committee Volunteer

Jan 2023-Jan 2024

UBC Foodhub Market, Vancouver, BC, Canada

- Addressed food insecurity by developing a trivia series to educate the community about food safety, nutrition, and reducing food waste, fostering greater awareness and engagement on social media
- Created compelling Instagram content, achieving a 147% increase in new followers over three months and posts with up to 668 comments
- Developed 3 campaigns online and in-person, resulting in a daily increase of 127 new followers and high engagement