

MEGAN LIN

Oshawa, ON
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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-Oct 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 visualization with **Seaborn and Matplotlib** to uncover key trends in airline performance
- 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 determine feature importance, quantifying satisfaction drivers with a **Pseudo R-squared of 0.22** and achieving over **81% prediction accuracy**

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 stakeholders
- Formulated retention strategies (labeling & campaigns) and increased sustainable food adoption awareness by **17.2%** and purchase frequency by **9%**

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