

Megan Lin

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PROFILE

MBAI Candidate at Ontario Tech University with a strong foundation in Marketing and Commerce from UBC. Passionate about leveraging data-driven systems to optimize business processes, strengthen financial decision-making, and deliver actionable insights across cross-functional teams. Seeking Summer 2026 internship opportunities to apply skills in Python, SQL, and Machine Learning to drive actionable business insights

SKILLS

- **Languages & Databases:** Python (Pandas, NumPy, Scikit-Learn, PyTorch, TensorFlow, Matplotlib, Seaborn), SQL (BigQuery), R
- **Statistical Analysis:** Hypothesis Testing (ANOVA, T-Tests), A/B Testing, Regression, Clustering
- **Visualization:** Tableau, Power BI, Figma, Canva
- **Tools & Platforms:** IBM SPSS, Contentful CMS, MS Excel, Qualtrics
- **Soft Skill:** Empathy, Communication, Adaptability, Creativity

EDUCATION

Master of Business Analytics and Artificial Intelligence Sep 2025-Oct 2026
Ontario Tech University

- Relevant courses: Data processing and visualization, AI and Machine Learning, Big Data Systems Design

Bachelor of Commerce (Honours) Sep 2021-May 2025
UBC Sauder School of Business, University of British Columbia

- Specialization: Marketing (Cumulative GPA: 80.9)
- Activities: Participant, L'Oréal Brandstorm 2023 (Masterclass Certification)

PROJECT

Airline Satisfaction Analysis & ML Modeling (Python) Nov 2025
Ontario Tech University, Oshawa, ON, Canada

- 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 Jan 2025-Apr 2025
UBC Food Services, Vancouver, BC, Canada

- 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
- 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

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

May 2024-Aug 2024

- 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

UBC Sauder School of Business, Vancouver, BC, Canada

Jan 2024-Apr 2024

- 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

UBC Sauder School of Business, Vancouver, BC, Canada

Apr 2024-Sep 2024

- 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

UBC Foodhub Market, Vancouver, BC, Canada

Jan 2023-Jan 2024

- 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