

MEGAN LIN

Oshawa, ON
778-323-6681

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

PROFILE

MBA 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 <i>Ontario Tech University</i>	Sep 2025-Oct 2026
Bachelor of Commerce (Honours) <i>UBC Sauder School of Business, University of British Columbia</i>	Sep 2021-May 2025

- Data processing and visualization
- AI and Machine Learning

- 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) <i>Academic Project</i>	Nov 2025
<ul style="list-style-type: none">• 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

<i>UBC Food Services, Vancouver, BC, Canada</i>	Jan 2025-Apr 2025
<ul style="list-style-type: none">• 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

<i>Academic Project</i>	Nov 2024-Jan 2025
<ul style="list-style-type: none">• 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 <i>DP (DongPeng) Tile & Stone Canada, Vancouver, BC, Canada</i>	<i>May 2024-Aug 2024</i>
<ul style="list-style-type: none">• 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 <i>UBC Sauder School of Business, Vancouver, BC, Canada</i>	<i>Jan 2024-Apr 2024</i>
<ul style="list-style-type: none">• 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 <i>UBC Sauder School of Business, Vancouver, BC, Canada</i>	<i>Apr 2024-Sep 2024</i>
<ul style="list-style-type: none">• 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 <i>UBC Foodhub Market, Vancouver, BC, Canada</i>	<i>Jan 2023-Jan 2024</i>
<ul style="list-style-type: none">• 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	