Melissa Lin

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TECHNICAL SKILLS

- Programming Languages: Python, R, SQL
- Technical: Power BI, Tableau, MATLAB, Salesforce, Microsoft Office Suite (Word, Excel, PowerPoint), Google Suite
- Languages: English (Native), Mandarin (Native), German (Elementary)

EXPERIENCE

Data Science and Analytics Intern <div align="right">**Tempe, AZ**</div>
DHL Express <div align="right">**Mar 2025 - Present**</div>

- Supported a 150+ member Direct Channel Sales team in a global logistics environment by collaborating with cross-functional teams in sales, marketing, and leadership to fulfill ad hoc data analytics and reporting needs
- Delivered data visualizations, dashboards, and business analysis insights using SQL Server, Excel, Power BI, and Python to uncover trends, identify inefficiencies, and generate actionable insights for stakeholders
- Collaborated on lead journey KPIs in a Power BI dashboard with dynamic views for reps, managers, and leadership; set for nationwide rollout across U.S. commercial sales teams to improve pipeline visibility and surface conversion bottlenecks in shipping and logistics operations; presented insights effectively to technical and non-technical audiences
- Led Python sentiment analysis on (a) 1K lost customers totaling ~$627K in lost revenue to uncover top 5 churn reasons used to develop win-back strategies and (b) historical data for feature engineering in predictive models
- Built ETL pipelines for data preparation and modeling from querying large datasets in SQL; conducted exploratory data analysis in Python to translate business needs into scalable solutions
- Assisted with design, development, and deployment of machine learning models using statistical techniques including regression, classification, and clustering; performed hypothesis testing to quantify the impact of automation, optimization, forecasting, and machine learning based initiatives affecting thousands of leads daily
- Created a PowerPoint presentation on Artificial Intelligence (AI), generative AI applications, and CoPilot walkthrough; presented to Human Resources, Senior Leadership, and Sales teams

Undergraduate Data Science Researcher <div align="right">**Tempe, AZ**</div>
Purdue Data Mine – USAA Project <div align="right">**Jan 2024 - May 2024**</div>

- Analyzed 10K+ USAA call center transcripts and metadata to identify friction points and language patterns
- Used Python for exploratory data analysis, data wrangling, K-means clustering, logistic regression, and statistical analysis to support efficiency improvements across 100K+ annual calls
- Applied Natural Language Processing (NLP), predictive modeling, A/B testing, and machine learning to assess customer intent and rep performance; findings informed script updates with 20 high-impact keywords tied to positive interactions

Corporate and Sales Intern <div align="right">**Phoenix, AZ**</div>
Willscot Mobile Mini <div align="right">**Jun 2022 - Jan 2023**</div>

- Leveraged Salesforce, Tableau, and Excel for data visualization to identify new business opportunities and drive growth
- Collaborated on a weekly Excel dashboard to track 50+ sales rep KPIs to improve visibility into team productivity

PROJECTS

Wildfire Prediction Based on Satellite Imagery – TensorFlow, Scikit-learn, OpenCV, Remote Sensing, Deep Learning, ML

- Built a hybrid CNN-RNN model to predict wildfire spread from satellite imagery, NDVI/NBR, weather, and elevation data

Predicting Risk of Phoenix Shootings Using Body Cam Videos and Data – Pandas, Scikit-Learn, TensorFlow / Keras, PyTorch

- Integrated video and incident data to engineer behavioral features for predicting outcomes in police shooting cases

LEADERSHIP

Community Assistant <div align="right">**Tempe, AZ**</div>
Arizona State University Housing <div align="right">**Jul 2022 - May 2025**</div>

- Exercised leadership through work independently and in cross-functional teams to coordinate programming, crisis response, mentor first year students, and engagement initiatives for 800+ residents to foster an inclusive community
- Designed and developed automated templates for class planning, budget tracking, and resident engagement

EDUCATION

Bachelor of Science in Data Science (Business Analytics) <div align="right">**Tempe, AZ**</div>
Arizona State University <div align="right">**Aug 2021 - May 2025**</div>

- Cumulative GPA: 3.9/4.0
- Exchange student at University of Regensburg, Germany for one semester

Bachelor of Arts in Political Science <div align="right">**Tempe, AZ**</div>
Arizona State University <div align="right">**Aug 2021 - May 2025**</div>

AWARDS & HONORS

- Merit Based: Summa Cum Laude, Dean's List, New American University Scholar, Phi Beta Kappa Honor Society (top 10%)
- National & Collegiate Policy Debate: 1st Place (Dec 2019, Jan 2021), 2nd Place (Feb 2021), and Top Speaker Award (Nov 2022); honed public speaking and critical thinking skills from 100+ rounds debated, judged, and coached