MAX XU

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EDUCATION

Georgia Institute of Technology, Atlanta, GA — Aug 2018 – Dec 2023

- Master of Science, Data Analytics — GPA: 4.00
    - Concentration: Computational Data Analytics
- Bachelor of Science, Industrial and Systems Engineering — GPA: 3.74
    - Concentration: Economics and Financial Systems; Minor: Finance

EXPERIENCE

Nike, Inc. – *Manufacturing Data Analyst Intern (Apparel Innovation Engineer)* — Jun 2022 – Aug 2022

- Redesigned the factory maturity model to capture cross-functional information; created an SOP to streamline efforts across all engineering teams and received approval to be implemented for all partner factories by the end of 2022
- Reconciled and organized multi-organization factory codes to enable code alignment for 500+ factory partners; built a Tableau dashboard to modernize the process for identifying factory code relationships and key factory statistics
- Analyzed 30 years of popular shoe trends for 6 silhouettes and designed a futuristic shoe concept integrating demand trends

Cox Communications – *Business Operations Analyst Intern* — Jan 2021 – May 2022

- Investigated $547K in order reschedules to develop strategic initiatives and refocus future targets for senior executives
- Increased project manager productivity by 74% through a Lean work-sharing incentive system across 11 markets
- Trained 60 managers for a pilot program resulting in 1100 monthly projects shared nationally (276% increase)
- Directed and coordinated biweekly meetings with 11 market directors to review variances in key performance metrics (KPI)

The Coca-Cola Company – *Business Intelligence Analyst Intern (Theme Parks)* — Nov 2021 – Feb 2022

- Configured and analyzed theme park sales data to quantify changes in beverage performance across 39 theme parks
- Developed a theme park tracking tool housing 17 PowerBI reports that enables cross-park analysis to strategize for future beverage adjustments; helps identify key causals and opportunities for beverage and park performance on 11 KPIs
- Streamlined equipment allocation ensuring easy access for sales managers, enabled systematic analysis across 4 park chains

PROJECTS

Veritiv – Data Science Consultant — Jan 2023 – Present
Georgia Institute of Technology, Scheller College of Business – Analytics Center

- Creating customer forecasting models and strategies for 100K's of SKU's to streamline forecasting efforts, optimize allocation in distribution centers, and reduce stockouts due to unforeseen demand

Mercedes-Benz Stadium (MBS) Capstone Project – Process Analyst Consultant — Jan 2022 – May 2022
Georgia Institute of Technology, H. Milton Stewart School of Industrial Engineering

- Optimized MBS's fan ingress process; launched a pilot program resulting in a 31% reduction in average wait time
- Designed a Simio simulation model to evaluate potential solutions, yielding an estimated 27% decrease in wait time
- Programmed an optimization model in Python to improve signage placement around MBS and increase visibility to fans

COVID-19 Personal Protective Equipment (PPE) SQL Database Project — May 2020 – Aug 2020
Georgia Institute of Technology, College of Computing

- Designed and implemented a database tracking inventory and transactions for Georgia hospitals, doctors, and manufacturers
- Streamlined actions from admins by customizing 20+ procedures when navigating the database, and tested the stored procedures with 100+ test cases to validate accuracy and promote efficiency

SKILLS & INTERESTS

- **Skills**: Lean Six Sigma Green Belt, Strategical Thinking, Problem Solving, Project Management, Communications
- **Technical**: Python, R, SQL, Tableau, PowerBI, Alteryx, HTML, Salesforce, Hadoop, Spark, Gurobi, Machine Learning
- **Languages**: English and Chinese (Professional Working Proficiency), Shanghainese (Limited Working Proficiency)
- **Interests:** Basketball, Chess, Violin, Baseball, Reading, Investing, Swimming, Sports Analytics, Bouldering