

RICHARD XU

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SUMMARY

Passionate UCLA Economics and Statistics & Data Science double major with a strong foundation in statistical analysis, data visualization, and machine learning. Experienced in leveraging data-driven insights to execute targeted digital marketing campaigns, analyze industry trends, and optimize lead management. Seeking to apply coding and analytical expertise in a data science role to drive impactful decision-making and innovation.

EDUCATION

University of California, Los Angeles | Los Angeles, CA | Cumulative GPA: 3.77

Sep 2021 - Present

B.A. in Economics; B.S. in Statistics & Data Science

Relevant Coursework:

- STATS 140XP & 141XP: *Practice of Statistical Consulting*
 - Cleaned data and applied SMOTE to prepare balanced datasets for data analysis
 - Applied Natural Language Processing techniques to identify key terms and patterns in Donald Trump's 2021 tweets, focusing on word importance and linguistic analysis
- STATS 21: *Python and Other Technologies for Data Science*
 - Learned utilization of Scikit-learn, Numpy, Pandas, and Matplotlib libraries
- STATS 101 & 102 Series
 - Developed a strong foundation in statistical methods, data analysis, probability theory, and hypothesis testing
 - Advanced skills in statistical modeling, regression analysis, multivariate techniques, and data interpretation

ACCOMPLISHMENTS

- Proposed 10+ product improvements to C-suite executives for smoother user experience, 8 improvements accepted for implementation
- Curated and deployed weekly Salesforce List emails targeting audience segments, leading to establishment of 4 pivotal business relationships generating around \$120k in revenue
- Implemented 3 Google AdWords campaigns, resulting in 150% increase in web traffic
- Developed Python web scraper to efficiently find contacts of 300+ high relevance industry leads

WORK EXPERIENCE

Nikira Labs Inc. | Mountain View, CA

Jul 2023 - Present

Sales and Marketing Analyst Intern

- Utilize Salesforce Admin to tailor GUI to organization needs
- Generate Salesforce custom reports visualizing lead status funnel progression to monitor conversions
- Present market penetration strategies based on product's strengths in relation to competitors
- Assessed gas analyzer on trial runs to gather methane emissions data and detail end user experience
- Manipulated collected data via R and Python to find significant methane pattern and trends, confirming the analyzer's sub-parts-per-billion precision
- Visualized data using a gradient heat map plot using 'OpenStreetMap' R package to present device performance to stakeholders

UCLA BES Aquaponics Team | Los Angeles, CA

September 2024 - Present

Project Lead

- Leading the development of a \$40,000 aquaponics system on campus to promote sustainable agriculture
- Organizing and facilitating bi-weekly meetings with Plants/Fish and Engineering sub-teams to ensure project alignment
- Communicating with campus administration and facilities to navigate logistics and secure project approvals
- Managing project finances, including budget allocation and expense tracking

SKILLS AND INTERESTS

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|--------------------|------------------|----------------------------|
| • SQL | • Salesforce | • Tech Hardware/Software |
| • R | • Google Adwords | • Investments |
| • Python | • SEO | • Canva |
| • Git | • Google Suite | • Gaming |
| • Machine Learning | • MS Office | • Scuba Diving (Certified) |