RICHARD XU

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EDUCATION

University of California, Los Angeles | Los Angeles, CA   *Sep 2021 - Present*
B.A. in Economics; B.S. in Statistics & Data Science
- Cumulative GPA: 3.72
- Relevant Coursework: Applied Geostatistics; Practice of Statistical Consulting

TECHNICAL SKILLS

Languages: Python, R, SQL, Bash
Technologies & Tools: Git, Github, Microsoft Office, Google Suite, Salesforce, Google Ads, SEO
Programming Libraries:
- **Python:** Scikit-Learn, Pandas, NumPy, Imbalanced-learn, Matplotlib, XGBoost, NLTK
- **R:** ggplot2, tidyverse, tseries, forecast, maps, Quarto

WORK EXPERIENCE

Nikira Labs Inc. | Mountain View, CA   *Jul 2023 - Present*
Sales and Marketing Analyst Intern
- Proposed 10+ data-driven product improvements to C-suite executives, with 8 approved
- Utilize Salesforce Admin to tailor a custom GUI and reports visualizing lead status funnel progression
- Conducted market data research and competitive analysis to inform market penetration strategies
- Developed Python web scraper to efficiently find contacts of 300+ high relevance industry leads

UCLA BES Aquaponics Team | Los Angeles, CA   *Sep 2024 - Present*
Project Lead
- Leading the development of a $40,000 aquaponics system on campus to promote sustainable agriculture
- Planning and facilitating bi-weekly meetings with Plants/Fish & Engineering teams ensuring project alignment
- Communicating with campus administration and facilities to navigate logistics and secure project approvals
- Managing project finances, including budget allocation and expense tracking

PROJECTS

Celebrity Tweets Analysis | Python, Scikit-Learn, Imbalanced-learn, XGBoost
- Applied Natural Language Processing techniques to identify key terms and patterns in a celebrity's tweets, focusing on word importance and linguistic analysis
- Cleaned data and applied SMOTE to prepare balanced datasets for data analysis
- Made word cloud visualizing the individual's most commonly used words

Personal Quarto Website | R, Git, Quarto
- Developed and actively maintaining a personal website using Quarto, continuously updating the site with professional insights, technical blogs, and relevant personal projects
- Utilize Git and Github for version control and seamless deployment

Nikira Labs Methane Gas Heat Map | R, OpenStreetMap
- Collected methane emissions data via a mobile gas analyzer, ensuring data integrity through key control factors
- Cleaned data and applied EDA and modeling to validate the sub-ppb precision of gas analyzer readings
- Developed gradient heat maps to visualize scaled methane concentration data, highlighting a positive correlation between methane levels and rural/urban areas, reinforcing product validity for marketing efforts