
EDUCATION***Master of Science in Business Analytics***, Rady School of Management 12/2025

University of California, San Diego, CA

- Relevant Courses: SQL and ETL, Collecting and Analyzing Large Data, AI-Assisted Customer Analytics, Analyzing Unstructured Data, Business Analytics Consulting.

Bachelor of Science, Applied Statistics & Marketing (Dual Degree) 05/2024

Pennsylvania State University, State College, PA

- Honors: Smeal College of Business Dean's List 2021 - 2023, Eberly College of Science Dean's List 2022 - 2023.
- Relevant Courses: Time Series Analysis, Stochastic Modeling, Data Science, Probability Theory, Statistical Modeling.

EXPERIENCE***Business Analyst Intern***, Gaia Management Consulting, CN 06/2023 - 08/2023

Boutique consultancy in the pharmaceutical and medical devices industry

- Conducted a healthcare system study in Saudi Arabia, utilizing Tableau to illustrate device scarcity and inform marketing strategies for a listed medical device company.
- Analyzed Saudi Arabia's medical device marketing using Gartner Research, identifying gaps in supply, and compiled a database of 3,000+ locally available products for market analysis.
- Investigated Zhejiang's pharmaceutical sector to assess policy impacts on industry growth, utilizing Python for data analysis and Power BI to create trend visualizations for presentations to Saudi Arabian stakeholders and company leadership.
- Researched Egyptian pharmaceutical exports and Middle Eastern investment patterns in healthcare, using R for statistical analysis to pinpoint emerging opportunities for medical devices.

Marketing & External Affairs, Chinese Psychological Student Association, PA 12/2021 - 05/2024

- Orchestrated fundraising, planning, and promotion of campus events, driving 20%+ YoY growth in student participation.
- Managed a content distribution platform on Wechat and published over 10 articles with 500+ user engagement on depression, bipolarism, and gender dysphoria among college students.

PROJECTS***ETL Pipeline Development for Purchase Orders***, MGTA 464: SQL and ETL, Rady School of Management 08/2024

- Automated data extraction and loading using Python (glob) and Snowflake, consolidating 41 CSV files and XML invoices to ensure accurate and fast ingestion.
- Collaborated in a team of 4 to transform and join data using SQL, setting data types to optimize storage and query speed, creating a materialized view for efficient financial reconciliation.
- Optimized the ETL pipeline by consolidating SQL queries, reducing latency and enabling efficient high-frequency data handling.

Analysis of Spatial Audio on User Engagement and Comprehension in Microsoft Teams 12/2023

- Conducted an experimental study with 150+ participants, designing a questionnaire with 10+ metrics across various audio setups and spatial configurations.
- Analyzed 500+ data points using Python, performing ANOVA, descriptive statistics, and effect size estimation to evaluate the impact of spatial audio on engagement and comprehension.
- Performed data visualization using Matplotlib and Seaborn on model results, generating insightful reports on spatial audio's impact on comprehension, task accuracy, and user experience.

SPECIALIZED SKILLS

- **Languages/Coding:** Python (Pandas, Numpy, scikit-learn, TensorFlow), SQL, ETL, A/B Testing, R, MATLAB, SAS
- **Operating Systems:** Microsoft Windows, Excel (Advanced), Access (Intermediate), Oracle
- **Tools:** Tableau, CRM, Power BI, SQL Developer, Google Analytics, Jira, SPSS, STATA
- **Spoken Languages:** Mandarin (Native), Japanese (Intermediate)