
EDUCATION**Master of Science in Business Analytics**, Rady School of Management 06/2025

University of California, San Diego, CA

- Relevant courses: Business Analytics, Business Analytics in Marketing, Customer Analytics, Collecting and Analyzing Large Data, Business Intelligence Systems, Scalable Analytics, Fraud Analytics.

Honors B.S. in Mathematics and Statistics | 2021-2022 Dean's List 06/2024

University of Toronto (UofT), Toronto, ON

- **Major in Mathematics and Statistics:** Statistic Reasoning, Statistics Data Analysis, Multivariable Calculus; Data Visualization, Multivariate data analysis, Analysis of Experiments.

PROFESSIONAL EXPERIENCE**Marketing and Research Analyst Intern**, ANUTIO Marketing and Research Analyst 01/2024 - 04/2024

Intern, Toronto, Canada

- Boosted brand awareness by 24% through data-driven campaigns based on insights from 25+ customer interviews, aligning strategy with business goals and enhancing performance metrics.
- Led user research with 50+ participants, examining feedback for product improvement and presenting data-driven findings in structured reports to improve business strategy.
- Secured 10+ partnerships by determining key market opportunities, increasing outreach and collaboration across departments, contributing to team success.

Data Analyst Intern, Qinggou Cloud Technology Co., Ltd, Wuhan, China 07/2023 - 09/2023

- Collaborated with AI-vending machine department, supporting profit growth through SQL, Hadoop, and Excel for data management and customer identification leveraging regression and classification.
- Executed clustering analysis with decision trees, enabling tailored product recommendations based on customer consumption and stimulating demand through coupons.
- Analyzed key metrics repurchase rate and ARPPU, using data visualization to optimize strategies, increased profits by 17% via precision marketing.

Corporate Banking Intern, Bank of Communications, Hubei Branch, Wuhan, China 05/2023 - 06/2023

- Collaborated with financial analysts to review financials of 20+ TMT companies, providing data-driven recommendations on loan marketing strategies for SMEs, aligning with business objectives.
- Conducted due diligence on 10+ loans, assessing financials, collateral, and repayment sources, identifying risks, and advising on mitigation strategies.

PROJECTS**Group Leader**, ETL Data Pipeline Development Using Python & Snowflake, UCSD, 08/2024 - 09/2024

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- Built an ETL pipeline in Python and Snowflake, processing 43+ data sources (41 CSV, 1 XML, 1 PostgreSQL) to centralize supplier and purchase order data.

Group Leader, Pentathlon - Promotional E-mail Optimization Project, UCSD, Rady 01/2025 - 03/2025

School of Management

- Developed predictive models (logistic regression, random forest, XGBoost, Neural Network) to determine optimal email messaging for different customer segments.
- Designed and implemented a randomized controlled experiment testing four different email frequency strategies across 40,000 customers.

SPECIALIZED SKILLS

Software: MS Office, Python(Pandas, Polars, numpy, matplotlib), , R(ggplot2), SQL, Tableau, Stata, Snowflake, Machine Learning model, Power BI, Pyspark, AWS, Hadoop, Excel.