

# VICTOR LAI

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<https://vlai6.github.io/project-portfolio/>

## EDUCATION

### GEORGIA INSTITUTE OF TECHNOLOGY

Atlanta, Georgia

#### Master of Science in Analytics

December 2024

- Business Analytics Track GPA: 3.58
- Relevant Coursework: Data Visualization, Digital Marketing, Regression, and Customer Relationship Management

#### Bachelor of Science in Business Administration with Highest Honor (Scheller College of Business)

May 2021

- Concentration: Information Technology Management GPA: 3.89
- HOPE Scholarship for all semesters, two Faculty Honors Awards and two Dean's List Awards
- President of the Badminton Club at Georgia Tech (1.5 years)

## CERTIFICATIONS AND SKILLS

**Certifications:** Certified Associate in Project Management (CAPM) | Google Analytics GA4 | GT Sport Club Leadership

**Skills:** Microsoft Office, Python, R, SQL, Tableau, Power BI, Google Analytics, GA4, BigQuery, GCP, Azure, SAP, Jira, Spark, DataBricks, D3.js, QuickBooks, Davinci Resolve, Sony Vegas Pro 12, Figma, Photopea, Canva

## INTERNSHIPS

### THE APP GUIDE

Atlanta, Georgia

#### Data Science/Engineering Intern

May 2024 – August 2024

*The App Guide is a start-up building an information database for mobile applications and other internet safety features*

- Assembled foundational datasets of application descriptions and legal information for NLP and ML models
- Developed and deployed a HTML web scraper that increased data extraction efficiency by 300%
- Built an NLP model to automate conversion of app page descriptions to structured database information
- Focused on consumer-centric outcomes by aligning user stories with use cases, improving data relevance by 20%

## PROJECTS

### Sporting Goods Store RFM Analysis – R, Tableau

- Performed RFM and CLV segmentation to analyze customer value and purchasing behavior
- Used R for data cleaning, exploratory analysis, and quintile segmentation; built Tableau dashboard to visualize key patterns

### COVID-19 Economic Impact Study – R, Python, D3.js

- Conducted regression and time series analysis on U.S. economic indicators
- Built interactive D3.js visuals and shared insights on sector recovery and policy implications

### Badminton World Federation Ranking Analysis – Tableau

- Analyzed and visualized global player ranking trends and country performance using Tableau dashboards
- Produced written insights report for current U.S. national badminton coaches to guide training strategies

### Bank Customer Attrition Modeling – R

- Built logistic regression models to identify churn risk factors in customer behavior with 82% accuracy

### Tetouan City Energy Consumption Forecasting – R

- Applied ARIMA and exponential smoothing models to forecast city energy usage patterns and evaluate seasonal trends

### Li-Ning Company Limited Sales Inventory Database – XXAMP, SQL

- Designed and implemented a relational database to track real sales and inventory data

## EXPERIENCE

### TRIANGLE BADMINTON AND TABLE TENNIS

Morrisville, North Carolina

#### Coaching and Operations Assistant

July 2021 – March 2023

*Triangle Badminton and Table Tennis (TBTT) is a national training center specializing in badminton and table tennis.*

- Assisted with sales, operations, and coaching; managed scheduling, sales, and inventory using EZFacility software
- **Notable Achievements:** USA Nationals 4<sup>th</sup> Place, USA Collegiate Nationals 3<sup>rd</sup> Place, 2023 World University Games Team USA, 2020 American University Games Team USA, Nationally Ranked 12<sup>th</sup>, 6-time Georgia Games Champion

### LI-NING COMPANY LIMITED

Atlanta, Georgia

#### Direct Sales Agent for Georgia

August 2018 – October 2019

*Li-Ning Company Limited is an international athletic clothing and sporting equipment company.*

- Achieved gross sales of over \$1,800 in the first month and handled inventory exceeding \$3,000
- Designed a business model focused on bulk preorders to achieve 99% sold inventory and accurately fit consumers
- Led multiple regional marketing efforts through tournament representation, event sales tables, and organized demos