

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 Time Series Analysis

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

CERTIFICATIONS/SKILLS/PROJECTS

Certifications: Certified Associate in Project Management (CAPM)

Google Analytics GA4 Certification

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

Projects: Data analysis and visualization project of effects of COVID-19 and historical pandemics on the US economy
Analysis of a bank's customer attrition using multiple regression models,
Analysis of energy consumption of a city using time series analysis models,
Development of an inventory database with real sales data using XXAMP and SQL,
Custom shirt designs released for online sale

EXPERIENCE

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 implemented web scrapers for application information by reverse-engineering HTML code
- Built a natural language processing model to convert app page descriptions to database information
- Emphasized a customer-centric perspective to ensure improved measurable value for end users
- Worked on projects to provide internet safety information ("digital nutrition") to consumers

TRIANGLE BADMINTON AND TABLE TENNIS

Morrisville, North Carolina

International/National Player and Assistant Coach

July 2021 – March 2023

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

- Fostered relationships between players, coaches, and business leaders nationally and internationally
- Represented TBTT through international/national tournaments and partnerships with east coast badminton clubs
- Coached hundreds of players of all ages and levels in private, group, and camp lessons
- Utilized EZFacility time management software to organize and track lessons and sales
- **Notable Achievements:** USA Nationals 4th Place, USA Collegiate Nationals 3rd Place, 2023 World University Games Team USA, 2020 American University Games Team USA, Nationally Ranked 12th, 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.

- Oversaw inventory exceeding \$3,000 in value to ensure minimal lead times
- Designed a business model focused on bulk preorders to achieve 99% sold inventory and accurately fit consumers
- Achieved gross sales of over \$1,800 in the first month
- Expanded Li-Ning's national reputation through tournament representation, sales tables at events, and organized demos
- Exhibited social networking skills by establishing a successful club sponsorship between Li-Ning Company Limited and the University of Georgia Badminton Club

LEADERSHIP

BADMINTON CLUB AT GEORGIA TECH

Atlanta, Georgia

President

June 2019 – May 2021

- Team captain of GT's winning team at the 2019 Eastern Collegiate Team Championships Southern Conference
- Connected Georgia Tech with over ten universities in the nation through competitions and other national events
- Organized an intercollegiate tournament of almost two hundred players