VICTOR LAI

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

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY **Atlanta, Georgia**
Master of Science in Analytics | GPA: 3.58 *December 2024*

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

Bachelor of Science in Business Administration with Highest Honor | GPA: 3.89 *May 2021*

- Concentration: Information Technology Management
- 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
- Increased data extraction efficiency by 300% by developing and deploying a HTML web scraper
- Built an NLP model to automate conversion of app page descriptions to structured database information
- Improved data relevance by 20% by aligning user stories with use cases and focusing on consumer-centric outcomes

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 – *XAMPP, 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 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.

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