

XIAOCHUN LAI

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EDUCATION

Simon Business School, University of Rochester

Rochester, NY

Master of Science in Marketing Analytics (A STEM-Certified Program)

December 2022

- Relevant Courses: Core Statistics, Predictive and Causal Analytics, Analytics Design and Application, Data Management Warehousing and Visualization, Prescriptive Analysis with R, Pricing Analytics, Social Media Analytics
- Club Membership: Simon Data Analytics Club
- Awards and Honors: Merit Scholarship Recipient, Evans Lam George Eastman Circle Scholar, 2021 Fall/ 2022 Spring Dean's List

Tianjin University

Tianjin, China

Bachelor of Arts in English

June 2020

- Relevant Courses: Project management, Advanced Mathematics, Microeconomics
- Club Membership: Leadership positions in Student Television Station of TJU

PROFESSIONAL EXPERIENCE

The Bonadio Group

Rochester, NY

Business Analyst Intern, Marketing Department

June 2022 – Present

- Integrated more than 3000+ new clients information with marketing data using R, calculating marketing ROIs, creating clients profiles, identifying qualified leads and providing recommendations to boost regional targeting.
- Pulled data from multiple systems, designed 30+ data visualizations, reports, and dashboards in Google Analysis, saving 50+ hours per month for marketing team in monitoring business performance.
- Compiled companies and demographic data across MSA; constructed merger-and-acquisition dashboards to support market evaluation regarding potential mergers.

JD.com

Beijing, China

Marketing Intern, Marketing Department

March 2021 - June 2021

- Developed analyses of events data to examine performance, delivered data-driven insights and generated 10+ event reports for campaigns optimization, attracting a total of 973 new followers and 103,138 pageviews.
- Planned and implemented 618 shopping festival campaigns; managed promotional events with social influencers and digital platforms, achieving 100% YoY increase.

Blue Focus

Beijing, China

Marketing Intern, Public Relations Department

July 2020 – Sep 2020

- Collected customer feedbacks for Bojue Studio, leveraged text analysis and topic modeling in Python, and provided insights on marketing strategies, increasing 17% of sales volume and reaching cumulative page views 130k+.
- Conducted in-depth research on automobile industry; created dashboard to visualize industry news, trends, and shifts, identifying potential market for FAW-Volkswagen.
- Spearheaded FAW-Volkswagen & Bubble Tea crossover marketing events; arranged omni-channel marketing via livestreams, social media platforms, social influencers, radio, achieving 240k+ exposure, 3,500+ participants.

PROJECT EXPERIENCE

Decision Support System Development

Rochester, United States

Team Lead

Mar 2022 - May 2022

- Developed predictive model based on credit data from 10,000 applicants, enabling risk performance evaluation for future candidates.
- Optimized model by selecting among 8 predictive models including linear model and tree-based model, and tuning parameters, increasing the cross-validation accuracy up to 73.2%.

Toy Horse Project, Simon Business School

Rochester, United States

Team Lead

Oct 2021 - Dec 2021

- Communicated with stakeholders to understand client goals; converted decision objectives into analytics needs, performed analysis design, and provided recommendations, increasing market share by 32%.
- Conducted conjoint analysis of 200 individuals to forecast results of product launches; predicted missing value and applied cluster analysis using R to segment consumer preference and implementing market simulation to estimate market share.

Machine Learning Research, Nanyang Technology University

Singapore, Singapore

Team Lead

Jul 2019 - Sep 2019

- Scraped profit, budget & genre data of 4,000 movies using R, conducted descriptive analysis, and develop box office prediction model using multivariate adaptive regression splines (MARS).
- Applied K-mean clustering to build movie recommendation program based on database of 4,800+ movies data.

TECHNICAL SKILLS

- Programming & Tools: R (ggplot2, dplyr), MySQL, Python (Pandas, NumPy, Matplotlib, Scikit-learn, Streamlit), Tableau, Advanced Excel (sloper, vlookup), Data Warehousing, Google Analysis, Google Data Studio
- Techniques: Data Visualization, Hypothesis Testing, A/B Testing, Exploratory Data Analysis, Optimization Model, Simulation Model