

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: Predictive Analytics (LDA, Random Forest, KNN), Analytics Design (Segmentation, Clustering), Data Warehousing and Visualization (SQL, Tableau), Prescriptive Analysis (Optimization), Social Media Analytics (Text & Sentiment Analytics)
- Member: 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 2021

- Relevant Courses: Project management, Statistics, Microeconomics
- Club Membership: VP in Student Television Station of TJU

PROFESSIONAL EXPERIENCE

The Bonadio Group

Rochester, NY

Business Analyst Intern, Marketing Department

June 2022 – Present

- Merged 3000+ new clients' information with marketing data using R, calculated marketing ROIs and created clients' profiles, enabling marketing team to identify leads, and directing them to boost regional targeting.
- Gathered data from multiple systems, and designed 30+ data visualizations, reports, and dashboards in Google Data Studio, saving 50+ hours per month for marketing team in monitoring business performance.
- Integrated primary and secondary data to analyze demographic, economic and market indicators; constructed merger-and-acquisition dashboards, supporting market evaluation regarding potential mergers.

JD.com

Beijing, China

Marketing Intern, Marketing Department

March 2021 - June 2021

- Conducted ad hoc analyses to evaluate campaign performance, and derived insights using pivot table and solver in excel to generate 10+ event reports for campaigns optimization, leading to 6% increase in 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 in selling volume.

Blue Focus

Beijing, China

Data Consultant Intern, Public Relations Department

July 2020 – Sep 2020

- Implemented social listening to collect customer feedback, leveraged text analysis and topic modeling in Python, and provided insights on marketing strategies, increasing 17% of sales volume and reaching 130k+ page views.
- Conducted in-depth research on automobile industry; created Tableau 3 dashboards to visualize industry news, trends, and shifts, identifying potential market in southern China for FAW-Volkswagen.
- Initialized FAW-Volkswagen & Bubble Tea crossover marketing events; organized omni-channel marketing events via livestreams, social media platforms, social influencers, and radio, achieving 240k+ exposure and 3,500+ participants.

PROJECT EXPERIENCE

Decision Support System, Simon Business School

Rochester, Units States

Team Lead

Mar 2022 – May 2022

- Built predictive model based on credit data from 10,000 applicants using Python, enabling risk performance evaluation for future candidates.
- Trained multiple machine learning models (Decision Tree, Linear Discriminant Analysis, Boosting), and tuned parameters, increasing the cross-validation accuracy up to 73.2%.

Toy Horse Project, Simon Business School

Rochester, Unite States

Team Lead

Oct 2021 - Dec 2021

- Implemented conjoint analysis of 200 individuals; conducted data cleaning and applied cluster analysis using R, segmenting consumers with different preferences.
- Designed analysis based on client needs, and conducted market simulation, identifying profit-maximizing scenarios, and increasing market share by 32%.

Data Warehouse Project, Simon Business School

Rochester, Unite States

Team Lead

Sep 2021 – Dec 2021

- Designed a data warehouse on MySQL by aggregating consumer data, leading to increase in data mining efficiency by 50%.
- Conducted customer segmentation by utilizing the RFM (recency-frequency-monetary value) methodology and visualized consumer cohorts on Tableau to create customized marketing strategies leading to a 70% increase in efficiency

TECHNICAL SKILLS

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