

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, Programming for Analytics, Analytics Design and Application, Data Management Warehousing and Visualization, Prescriptive Analysis with R, Pricing Policy
- Club Membership: Simon Data Analytics Club
- Awards: Evans Lam George Eastman Circle Scholar

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

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 event reports for campaigns optimization and product improvements.
- Planned and implemented 618 shopping festival campaigns; managed promotional events with social influencers and digital platforms, achieving 100% YoY increase in revenue.
- Operated official account with over 100K followers; designed content to promote daily activities and grow client base, attracting a total of 973 new followers and 103,138 pageviews.
- Managed 2,000+ social influencers in support of promotion activities, accounting for 36% of total sales volume.

Blue Focus

Beijing, China

Account Executive Intern, Public Relations Department

July 2020 - Sep 2020

- Developed weekly strategic content and channel roadmap based on trends/business needs of Bojue Studio to enhance brand awareness and influence, reaching cumulative page views 130K+.
- Conducted in-depth research on automobile industry; monitored industry news, trends, and shifts to align with evolving marketing strategies.
- Initiated FAW-Volkswagen & Bubble Tea cross-over marketing events; conducted omni-channel marketing through livestreaming, social media platforms, social influencers, radio, achieving 2,400K+ exposure, 3,500+ participants.

The Nielsen Company, LLC

Beijing, China

Data Analyst Intern, Market Research Department

May 2020 - June 2020

- Produced Post-ads SIEMENS Evaluation report and examined changes in brand funnel and brand image, contributing suggestions to diversify client advertising formats.
- Evaluated effectiveness of Nikon Campaign by analyzing and visualizing questionnaire results from 1,740 consumers via excel, concluding insights about customizing marketing campaigns based on consumers habits.
- Conducted research on Food & Drink industry and composed 3 reports to provide insights for digital transformation of Yili WeChat Mini Program Creation Project.

PROJECT EXPERIENCE

Toy Horse Project, Simon Business School

Rochester, NY

Team Lead

Oct 2021 - Dec 2021

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

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 produced prediction model for box office by using multivariate adaptive regression splines (MARS).
- Applied K-means clustering to build movie recommendation program based on database of 4,800+ movies data.
- Learned R language and key machine learning algorithms, including neural network, decision tree and random forest.

TECHNICAL SKILLS

- Programming & Tools: R (ggplot2, dplyr), SQL, Python (Pandas, NumPy), Tableau, Advanced Excel, Data Warehousing
- Techniques: Data Visualization, Hypothesis Testing, A/B Testing, Exploratory Data Analysis, Optimization Model, Simulation Model, Google Analytics