Xinqi Lin

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Summary: Experienced data analyst adept at collecting, analyzing, and interpreting large dataset, developing new data models, and delivering business insights. Equipped with various analytic skills, strong attention to details, and proven ability to work in team environments.

SKILLS

Programming Skills: Python(Pandas, Numpy, Matplotlib, Scikit-learn), R(dplyr, ggplot2), SQL
Tools: Tableau, Google Analytics, Google Data Studio, Google BigQuery, Microsoft SQL Server Management Studio, Adobe Analytics, Power BI, Excel, Optimizely

EXPERIENCE

Newegg Inc., Los Angeles, California   06/2020 – Present
Business Operations Analyst
- Understand business needs and provide sales/inventory related reports with insights that drive improvements for top management and domain leaders.
- Monitor sales performance to spot any abnormal situation and leverage Adobe Analytics to track site metrics and related data to identify issue.
- Collaborate with end users to understand data requests and extract data using complex SQL queries and/or BI platform to provide ad-hoc support of research and communicate results.

National University System, San Diego, California   10/2019 – 06/2020
Digital Marketing Analyst
- Built and updated regular reports that track KPIs and monitor marketing performance via Google Analytics and Facebook Analytics.
- Designed, created and managed interactive Tableau/Data Studio dashboards to transform the complexity of analytics to the simplicity of story-telling data visualizations.
- Interpreted data and built statistical models(regressions, Markov Chain, etc.) using R and Python.
- Leveraged SQL to automate data retrieval process and built data pipeline using Google BigQuery, Fivetran connectors, and Supermetrics to improve team efficiency.

Niagara Bottling, LLC, Ontario, California   01/2019 – 05/2019
Practicum Data Analyst (Project Team Lead)
- Predicted missed pickup or transportation failures and identified the strongest indicators that a load will be late.
- Implemented classification models including logistic regression, decision tree, and support vector machine using R and Python.
- Performed exploratory analysis and scraped weather information as external factor to include in our model; leveraged Tableau to create data visualization dashboards; presented business issues and viable suggestions.

Deloitte Touche Tohmatsu CPA LLP, Shanghai, China   10/2016 – 04/2018
Audit & Assurance, Associate
- Analyzed financial statements of both listed and non-listed Chinese and international companies in Technology, Media & Telecommunications industry(formulas, pivot tables).
- Applied analytical thinking and professional skepticism to surface possible audit issues and documented judgements.
- Improved clients' internal control environment after identifying risks by conducting interviews with clients' key personnel from different departments.

Nielsen, Guangzhou, China   11/2015 – 04/2016
CPG Vertical, Market Analyst Intern
- Responsible for drafting monthly/quarterly insights reports for local FMCG clients under the supervision of senior managers.
- Extracted clients' and competitors' sales/marketing related data from database. Analyzed raw data using advanced Excel functions like conditional formatting, Pivot Tables and VLOOKUP.
- Assisted in developing analytical solutions and utilized consumer insights to help clients grow their market.

EDUCATION

University of California, Irvine | Irvine, CA | *Master of Science in Business Analytics,* GPA 3.76   06/2019
- Beta Gamma Sigma member; UCI 2018 Faculty Fellowship Recipient

Jinan University | Guangzhou, China | *Bachelor of Management, Accounting,* GPA 3.79   06/2016