

XINYU (ADELA) DAI

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

MS Business Analytics (STEM), GPA: 4.00 / 4.00

Expected December 2024

- **Coursework:** SQL & Basic Data Management, Data Visualization, Customer Analytics, Competitive Analytics, Statistical Foundations for Analytics, Optimization, Prescriptive Models & Data Analytics, Machine Learning for Decision Making
- **Honors & Activities:** Class Vice President, Purdue Data 4 Good Case Competition

EMORY UNIVERSITY

Atlanta, GA

BS Applied Mathematics (Double Major: Psychology), GPA: 3.98 / 4.00

December 2022

- **Coursework:** Probability & Statistics, Linear Optimization, Numerical Analysis, Mathematical Economics, Computer Science
- **Honors & Activities:** Dean's List, Honor List, Chinese Student Association (President), Mood Psychology, Writing Center, Oliver Wyman Impact Case Competition (Leader of Top 100 Team), Hangzhou Women's International Marathon

TECHNICAL SKILLS

Languages: SQL, Python (NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn), R (ggplot2, dplyr), Java

Software & Platform: MS Office (Word, Excel, PowerPoint), Tableau, IBM SPSS Statistics, MATLAB, Mathematica, MS Azure

Additional: Mandarin (Native), English (Fluent), Spanish (Classroom Study)

PROFESSIONAL EXPERIENCE

BOOSTINGBYTES INC (Tech Startup)

West Lafayette, IN

Business Development Analyst Intern

January 2023 – May 2023

- Marketed a **game-based marketing app** to small businesses, NPOs, and art students, securing 12 long-term partnerships
- Investigated merchant needs through **business communication**, facilitating development of user-friendly portals
- Segmented 500+ users by engagement and preference using **SQL**, promoting personalization of in-app marketing messages
- Evaluated advertising performance across various game scenes by analyzing 300K rows of impression data with **SQL**, aiding engineering team in optimizing advertising placements to boost merchant website visits by 25%

DELOITTE DIGITAL

Shanghai, China

Business Analyst Intern

July 2022 – August 2022

- Analyzed maintenance records for an agribusiness with **Python**, visualized maintenance system's KPIs with **Tableau** dashboards, and reported 10+ system upgrade opportunities to executive and client, enhancing system performance by 15%
- Gathered an e-commerce client's requirements for an **AI no-code platform** through 10+ interviews and compiled **product requirement documents** and **swimlane flowcharts**, assisting UI and engineering teams in developing platform
- Adopted **agile** and **hybrid agile** project management techniques, enabling timely sprints and inter-team communication

STRATEGY&

Shanghai, China

Consulting Part-Time Assistant Intern

May 2020 – July 2020

- Targeted customers for a brewery's new subsidiary brand by performing **competitive analyses** and exploring demographics of 2500+ consumers with **Excel**, tailoring product design and marketing strategies for brand rejuvenation transformation
- Formulated a competitive **pricing system** by estimating production cost through secondary research and expert interviews and benchmarking profitability of direct competitors, attracting new customers and increasing market share

ANALYTICS PROJECTS

Global YouTube Statistics 2023

- Performed **data pre-processing** and **exploratory analyses** with **Python**, inferring factors in channel success and user trends
- Visualized landscape of YouTube channels in terms of subscribers, uploads, views, and earnings with **Tableau**

E-Commerce Marketing Insights

- Performed **exploratory and market basket analyses** on 55K rows of data with **Python**, facilitating cross-selling strategies
- Stratified customers with **RFM analysis** and **K-Means clustering** in **Python**, customizing marketing for each segment

Sustainability Knowledge and Behaviors among Emory Students Project

- Evaluated students' sustainability awareness by cleansing data, transforming variables, and running **two-sample t-tests** and **ANOVA tests** with **R** on 1100+ survey responses, inspiring school to enhance sustainability education in graduate programs

Social Media and Body-Image Project

- Examined effects of social media usage on body image by conducting **linear regression** and **ANOVA tests** with **SPSS** on 250+ subjects, providing frameworks for assessing risky social media consumption and identifying vulnerable users