

# Li (Nick) Lin

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## EDUCATION

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### UCLA ANDERSON SCHOOL OF MANAGEMENT

#### *Master of Science in Business Analytics (MSBA) (OPT-STEM)*

Coursework includes: Math & Stat - Analytics (Machine Learning & Python), R Programming, SQL, Data Management, Optimization, Prescriptive Models, Customer Analytics

Los Angeles, CA

Expected December 2019

### HONG KONG POLYTECHNIC UNIVERSITY

#### *Bachelor of Business Administration - Accountancy*

Hong Kong

June 2017

- Graduated with First Class Honors -- Major GPA: 3.75/4.0, Ranking: Top 3%
- Outstanding Academic Achievement Award, 2017 (Top 3 in the program)
- **CFA level 1** passed, 2016; Deloitte Tax Championship Excellence Award - National, 2016

## TECHNICAL SKILLS

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**Languages:** Python, SQL, R, VBA

**Software:** Excel (Pivot Table), SPSS, Access, Bloomberg, QuickbookS, Photoshop, Corel Video Studio

**Fluent in English, Mandarin and Cantonese; basic Korean**

## PROFESSIONAL EXPERIENCE

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### **iCarbonX – Biotechnology, Healthcare**

ShenZhen, China

#### *Product Analytics and Planning Intern*

July 2018 – Sep 2018

- Collaborated with colleagues in marketing and design departments to create new E-commerce page for Sudden Cardiac Death genetic risks testing product, tripling the conversion rate.
- Created data-based customer personas and performed competitor analysis to develop two new marketing strategies, increasing effectiveness of target customer outreach. **(Python - Data Visualization)**
- Used **Random Forest Model** to improve auto-questionnaire system's classification accuracy to over 95%. **(Python, Linux)**

### **DELL (China)**

Xiamen, China

#### *Sales Data Analyst Intern*

Sep 2017 – Apr 2018

- Analyzed sales-related data for Student Purchase Program to identify product and feature preference of college students, enabling designers to produce more desirable next-generation products. **(Python, VBA – Data Visualization)**
- Visualized sales volume pattern and location distribution to facilitate managers' decision-making on marketing campaign and inventory management. **(Excel-Pivot Table, Photoshop)**
- Performed web scraping and built a database including 1600 universities in China to produce in-depth analysis, improving sales performance of Campus Ambassador program by over 30%. **(SQL, Python - Partial Least Squares)**
- Generated **CART Decision Trees** to identify unqualified orders by using C4.5 algorithm, increasing accuracy rate to 91%. **(Python)**

### **CCB International**

ShenZhen, China

#### *Investment Banking Analyst Intern*

July 2016 – Aug 2016

- Uncovered significant risks of a target company in a \$30M direct investment project in the healthcare industry.
- Conducted industry analysis and analyzed target companies' financial performance.
- Constructed financial models to forecast profitability of target companies.

## PROFESSIONAL EXPERIENCE ANALYTICS PROJECTS

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### *Analytics Project – Senior Project, received “A” for final grade*

- Researched on factors affecting stock prices of Special Treatment (ST) stocks in Chinese A-share market.
- Led a team of three teammates to collect, process and analyze the data of 99 ST stocks designated between 2013 and 2015.
- Performed **Multiple Linear Regression Analysis** and **Pearson Correlation Analysis** in modeling stock price movements.
- Identified critical influential factors to formulate portfolio selection strategies which demonstrated a possible return of nearly 40% when tested on the 2016's stock price data.

## LEADERSHIP & VOLUNTEER

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- Social Enterprise Practitioner – supervised a team of **20** members to help Hong Kong local organic farms reuse coffee grounds as fertilizer, and established a collaboration and product distribution system which increased three organic farms' income by over 30%.
- Participated in two volunteer teaching programs; Environmental Activist – introduced a replanting initiative in my hometown.