Lingfeng Cai
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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT   Los Angeles, CA
Master of Science in Business Analytics (MSBA)   Expected December 2023

NYU TANDON SCHOOL OF ENGINEERING   New York, NY
Bachelor Science in Business & Tech Management, Minor in Math & Computer Science   May 2021
- GPA: 3.7/4.0 (Cum Laude)
- Honors: Three consecutive Dean's List Awards (*top 30% of school*); Two times Commencement and Achievement Award (*4/100+*); 2021 Founders Day award (*top 40% of all schools*)

TECHNICAL SKILLS

Scripting Language: Python (NumPy, Pandas, BeautifulSoup, re), C++, JavaScript
DDL & DML: SQL, R
Data Management: Oracle, MySQL, Hive
Data Visualization: Excel, Power BI, Jupyter Notebook
Industry Skillset: ETL, Data Query Dashboard, Regression Model, AB Test, Relational Database, Machine Learning (in progress)

PROFESSIONAL EXPERIENCE

VIPSHOP   Guangzhou, China
Business Analyst Intern   Jul 2022 – Sep 2022
- Back-tested the significance of a holiday promotion strategy through examining correlation between conversion rate from advertisement clicks and number of add-to-cart by aggregating data from multiple datasets with SQL, attracting over 100k dollars advertisement spending from advertiser
- Collaborated cross-functionally to monitor the performance of 12 on-going seller promotion strategies, designed and established an adaptive ETL with SQL, reducing 10 hours of manual analytical work per week
- Conducted demographic analysis on Chinese Valentine holiday and uplifted the advertisement conversion rate of makeup merchants by 10%
- Visualized advertisement KPIs with dynamic dashboard in Excel and Power BI, and optimized runtime of ETL source code 50% faster

CHINA INTERNATIONAL CAPITAL CORPORATION   Beijing, China
Investment Banking Intern (Asset-Backed Securities Team)   Aug 2021 – Dec 2021
- Aggregated data and built benchmark models of ABS's discount rate for a $1.63B worth deal's pitch deck
- Established dashboards of KPIs for REITs and CMBS, improving the efficiency of daily market analysis by 80%
- Led a team of three to develop an automation gadget, saving 60% time in file transportation on company's audit system
- Authored a data visualization template for bond pitch deck, summary report, and credential presentation, which were added to the company's PowerPoint library
- Conducted cash-flow simulations for deals of Collateralized Loan Obligations, tightening the quotation range by 15%

Data Analyst Intern   May 2021 - Aug 2021
- Facilitated a deal with 15% ROI by constructing a real estate valuation dataset with over 300,000 rows data web scrapped in Python (BeautifulSoup) and conducting hotspot analysis to locate preferable assets
- Establish an automate dashboard to aggregate bond market indicators from over 100,000 rows data scratched from Bloomberg, saving 2 hours of manual analysis per day

BYTEDANCE   Beijing, China
Data Analyst Intern   June 2020 – Aug 2020
- Constructed a decision tree to diagnosis and attribute anomaly in advertisement cost, enhancing diagnosis accuracy by 30%
- Developed a program in Python (re) to extract festival key words from advertisement scripts, optimizing the accuracy of self-diagnosis decision tree to attribute festival factor

DATA ANALYTICS COMPETITION

Amazon x UCLA Anderson MSBA Datathon:
Developed an item-to-item recommendation system using NLP and cosine similarity that improve online shopping experience and increased advertisement revenue, winning Amazon's Finalist (4 out of 23 project submissions)
- Preprocessed dataset with R to extract appliable metrics and conduct NLP with Python to normalized text metrics
- Contextualized goal of Datathon with Amazon's vision to build sustainable business objectives
- Visualized feature engineering with word cloud, data processing with flowchart, and final product with demo
- Deliver presentation in the first and final round to pitch our algorithms in business-oriented manner