

Xinqi Lin

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Summary: Experienced data analyst adept at analyzing, interpreting large datasets, and turning data into stories. Equipped with various analytic skills and tools to mine business insights, strong attention to details, and proven ability to work in team environments. Passionate about in product analytics and marketing analytics.

SKILLS

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

EXPERIENCE

Newegg Inc., Los Angeles, California 06/2020 – Present
Business Operations Analyst

- Understand business needs of different business units and provide sales/inventory related reports with insights that drive improvements for top management, category leaders and other stakeholders.
- Monitor sales performance to spot abnormal situation and provide data-driven suggestions or solutions.
- 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.
- Discover data inconsistency and provide recommendations for process improvements.

National University System, San Diego, California 10/2019 – 06/2020
Digital Marketing Analyst

- Worked closely with paid media, organic social, and accounts team to build and update reports that would let stakeholders have better understanding of our overall marketing or campaign performance.
- Designed, created, and managed interactive Tableau/Data Studio dashboards to transform the complexity of analytics to the simplicity of story-telling data visualizations.
- Provided new approach to understanding our multi-channel attribution and leads data by building statistical models(regressions, Markov Chain, etc.) using R or 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.

PROJECTS

WeRateDogs Twitter Data Analysis

- Used Tweepy, and Requests modules to gather WeRateDogs Twitter data.
- Conducted analysis on WeRateDogs tweets data using Seaborn and Matplotlib modules.

A/B Test Results Analysis

- Used bootstrapping method to analyze an A/B test run by an e-commerce website to understand if the new web page can increase conversion rate, and whether the new page should be implemented.

Prosper Loan Data Analysis

- Analyzed a Prosper Loan dataset that contains 114k and 81 columns, found out variables that are most correlated with a loan being default.

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