

# CHENFENG LI

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## SUMMARY

Data Scientist / ML Engineer with 1-2 years of industry experience. MS in Statistics from UChicago, skilled in Python, R, SQL, and Excel. Certified AWS Cloud Practitioner, Azure Data Engineer, and Power BI Data Analyst. Expertise in Machine Learning, Deep Learning, and Statistical Analysis (GLM, Bayesian, Time Series). Proficient in cloud computing with AWS and Azure. Experienced in creating interactive dashboards and reports using Power BI.

## SKILLS and CERTIFICATIONS

**Programming:** Python, R, SQL, DAX, C, C++  
**Technical Skills:** Machine Learning (TensorFlow, PyTorch, sklearn), NLP and LLM, Databases, Data Processing (Excel, Pandas), Visualization (Matplotlib, Power BI), Cloud Services (AWS, Azure), Statistical Analysis, Algorithm  
**Language:** English (Fluent), Mandarin Chinese (Native), Cantonese (Native)  
**Certifications:** Azure Data Engineer Associate, AWS Certified Cloud Partitioner, Excel 2019 Associate, Power BI Data Analyst Associate, Google Advanced Data Analytics Certificate, Deep Learning Specialization

## WORK & RELEVANT EXPERIENCE

**Data Scientist** | SynergisticIT, Fremont, CA, Online Jun 2023 - Present

- Developed an Azure-based system with a data scientist partner for sentiment analysis on 16,000 post-sale reviews for an online clothing store on social media. Ingested data with Data Factory pipeline, cleaned data using SQL in Synapse Analytic. Implemented NLP techniques and a BERT-based model using Python in Azure Databricks for sentiment analysis. Concluded a satisfactory rate of 96% and uptrend over time.
- Performed a machine learning model to predicted total sales for each product and shop for a retail chain using 2.9 million daily historical sales data from 22,169 kinds of items and 59 shops. Created text and time-based features and used multiple regressors to build the model with minimal rooted mean square error.
- Designed and implemented a secure and scalable hybrid cloud architecture that connects an on-premises data center to an AWS VPC using a Site-to-Site VPN, involving setting up and configuring multiple AWS services to ensure secure, reliable, and monitored connectivity between the two environments.
- Constructed two interactive Power BI dashboards for sales and transaction analysis of a sport corporation and a retail chain. Cleaned and transformed data with SQL and Power Query, created measures with DAX, and designed one-page dashboards with key metrics, providing real-time insights into sales performance, discount analysis, and regional success. Conducted stakeholder meeting for interpretation and training.

**Statistical Researcher and Consultant** | UChicago, Chicago, IL Oct 2022 – May 2024

- Examined the interplay between politicians’ facial expression in media images and news corporation bias by analyzing 84,2232 images from 8 medias. Built an 81%-accuracy name recognition model with politician images from Wikimedia. Extracted and analyzed facial expression logits from influential politicians. Analyzed with dimensionality reduction and classification models. Concluded lack of significant effect.
- Collaborated in a three-fellow team to modify the GPT-2 attention kernel from dot product to Gaussian, polynomial and periodic kernel. Evaluated the four models with few-shot learning on MMLU, ARC and translation tests. Determined that dot product kernels performed best overall.
- Led a team of three researchers to analyze Distributionally Robust Optimization(DRO) model. Applied DRO and empirical models with different level of regularization on a MNIST dataset with pregenerated spurious correlations. Concluded DRO model effectively eliminates the influence of spurious correlations.
- Worked in a team of five consultants and finished three consultant projects in two months. Communicated and analyzed the data issues from clients. Provided statistical recommendation with meetings and reports.

## EDUCATION

MS in Statistics | University of Chicago Sep 2022 – Jun 2024  
BSc in Mathematics | Chinese University of Hong Kong (CUHK) Sep 2018 – Jul 2022