

Zerui (Jerry) Li

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Education

University of Wisconsin-Madison

Bachelor of Science in Mathematics & Data Science

August 2024

Madison, Wisconsin

- **Relevant Coursework:** Data Science Programming (Python), Data Science Modeling (R & R Studio), Probability & Mathematical Statistics, Modern Algebra, Analysis, Stochastic Process, Intro to Machine Learning (Python), Intro to Deep Learning (Python & Pytorch), Corporate Finance, Micro Economics, Macro Economics

Experience

Haishi Biotechnology Ltd.

E-commerce marketing intern

July 2020 – August 2020

Chengdu, Sichuan, China

- **Competitive product analysis:** Conducted in-depth research into competitors' marketing strategies, examining aspects such as website design, product information, and details pages to identify key differentiators.
- **Data Analysis:** Performed statistical analysis on web metrics, including click-through rates, average order values, and repurchase intervals, driving data-informed adjustments to pricing and marketing strategies.
- **Content Creation:** Crafted compelling ad copy for social media and e-commerce platforms, boosting daily click-through rates by 20%.

Shenwan Hongyuan Securities Co., Ltd.

IB Analyst Intern

July 2021 – August 2021

Chengdu, Sichuan, China

- **Background Verification:** Conducted thorough field visits to verify and enrich company background information, cross-referencing company expenses and transfer receipts with audit reports to ensure accuracy.
- **IPO Project:** Assisted in the review of financial reports for companies preparing to go public, collaborating with legal and accounting partners to compile comprehensive listing reports.
- **Data Analysis:** Leveraged Python and SQL to identify financial data outliers, ensuring data integrity and supporting long-term cooperation with clients.

Huaxi Futures Ltd.

Division of Options Intern

June 2022 – October 2022

Chengdu, Sichuan, China

- **Data Analysis:** Utilized Python to process and validate millions of transactions, developing a method to visualize closing prices and price fluctuations. This reduced post-investment analysis time by 30 minutes, bolstering collaboration with customer service to enhance client trust and retention.

Projects

Learning Customers' Satisfaction Rating from Their Feedback Using RNN and BERT

Python, Pytorch, LSTM, Bert, Naive Bayes

March 2024 – May 2024

- **Data Preparation:** Executed comprehensive data preprocessing to prepare for model training. Removed links, emojis, links and short words. The accuracy increased by 22%
- **Model Training & Evaluation:** Trained a Naive Bayes model with Countvectorizer and TF-IDF to predict customer satisfaction based on textual feedback, achieving accuracy of 62%.

Multi-class Classification for Ham Geographical Indication

Python, Decision Tree, SVM, k-NN, Logistic Regression

July 2023 – August 2023

- **Data Preparation:** Managed all aspects of data processing and cleaning. Used one-hot encoding to transform category feature to binary feature, which enable the training process; Conducted oversampling to achieved data balance, which increase the accuracy by 10%.

Other experience & Self-Assessment

Stage/Radio Performance: Participated in drama performances in middle school and served as a host for school-level activities in college; School radio station announcer

Students Club Leadership: Head of Basketball Club Planning Department; Consultant and HR of Students Innovation Organization Enactus campus team

self-motivation: During the internship and project implementation, always actively learn new knowledge or phenomena that have not been encountered; and never afraid of or to be stopped by difficulties.

Focus on Details: During the process of reviewing agreements and company articles, even without industry background, I can sensitively identify risk points; I also took a course in logical deduction during college time.