Jocelyn Li

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SKILLS & SPECIALITIES

SPECIALITIES: In-depth Data Analysis, Business Insights, Data Visualization, Experimental Design, A/B Testing
SKILLS: MySQL, PostgreSQL, R, SAS, Python, UNIX, Perl, VBA, Tableau

WORK EXPERIENCE

BlackRock   Wilmington, DE
Data Analyst   September 2015-Present
- Participate in product planning and management of the implementation of new product and features
- Provide investors the accurate and timely daily/monthly risk analytics reports to support the portfolio management risk
- Lead and coordinate with cross-functional teams with the designing, testing, reviewing and enhancement of new product functionality across 20 clients, increased client satisfaction by 37%
- Simplify and automate production/reporting process by building new SQL, R, VBA, Perl, UNIX/Linux shell scripts, improved production efficiency by 60%
- Manage client relationships, provide high-profile advisory services regarding product and report, deliver regular training by using Tableau, identify and prioritize new product opportunities
- Build day-to-day reporting dashboards, design KPIs and perform ad-hoc analysis for internal and external stakeholders

Brandywine Global Investment Management   Philadelphia, PA
Data Analyst Co-op   April 2014-Septermber 2014
- Automated daily check sheet by writing SAS, VBA code, macros and formulas to speed daily QC process
- Maintained and built SQL scripts and complex queries for financial analysis and extractions across 20 clients
- Utilized Excel models to check daily price variances that exceed threshold and communicate with senior management

Oracle   Shanghai, China
Data Analyst Intern   May 2012-November 2012
- Utilized SQL/Oracle to analyze massive and highly complex marketing data sets, performed statistical analysis
- Extracted, cleaned and visualized data to communicate key findings to internal and external stakeholders
- Collaborated with Product and Marketing teams to identify opportunities, improved product and marketing strategies

PROJECT

Udacity A/B Testing   December 2016
- Performed A/B test on Udacity to decide whether or not to add a pop-out screener
- Selected appropriate invariant metrics and evaluation metrics, conducted sanity check, effect size test, and sign test

Descriptive Analysis of Titanic Passengers   December 2016
- Conducted exploratory data analysis on a sample of the Titanic dataset to identify characteristics of survivors
- Utilized Python (NumPy, Pandas and Matplotlib) to clean, transform and analyze passenger's survival rate

Exploratory Data Analysis of White Wine Quality   November 2016
- Utilized R to analyze the relationship of various parameters which impact the quality ratings for White wine
- Explored variables and identified relationships within a data set before building predictive models
- Quantified and visualized variables by using appropriate plots such as scatter plots, histograms, and box plots

EDUCATION

Drexel University, Philadelphia, PA   January 2013-June 2015
Bachelor of Science, *Business Analytics*   **GPA**: 3.89 / 4.0

East China Normal University, Shanghai, China   September 2010-December 2012
School of Information Science and Technology, *Electrical Engineering*