

Jocelyn Li

Philadelphia, PA 19104 • (267) 495-9368 • yuanli0616@gmail.com • [LinkedIn](#)

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

Data Analyst

Wilmington, DE

September 2015-Present

- Participate in product planning and management of the implementation of new product and features, onboard new clients
- Lead and coordinate with cross-functional teams with the designing, testing, reviewing and enhancement of new product functionality and financial model across 20 clients
- 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
- Gather metadata from different channels and sources, provide accurate and timely daily/monthly performance report
- Build day-to-day reporting dashboards, design KPIs and perform ad-hoc analysis for internal and external stakeholders

Brandywine Global Investment Management

Data Analyst Co-op

Philadelphia, PA

April 2014-September 2014

- Automated daily check sheet by writing SAS, VBA code, macros and formulas to speed daily QA 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

Data Analyst Intern

Shanghai, China

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

Bachelor of Science, *Business Analytics*

January 2013-June 2015

GPA: 3.89 / 4.0

East China Normal University, Shanghai, China

School of Information Science and Technology, *Electrical Engineering*

September 2010-December 2012