MengSha Li

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SKILLS

Technologies: SQL | Python, R | Tableau | Spark
Certificates: Google Analytics | AWS Certified Cloud Practitioner
Competencies: Business Intelligence, Predictive Analysis, A/B Testing, Data Visualization, Web Scraping, Machine Learning

PROFESSIONAL EXPERIENCE

Bird Rides, Inc.   **Santa Monica, CA**
Lead Data Analyst, Practicum Project   *Oct. 2019 - Present*
Working with unicorn micro-mobility startup to optimize operation efficiency.
- Increased the vehicle productivity for over 30% by building a dynamic vehicle score and leveraging business intelligence tool for fleet management
- Supported 100+K scooters operation by creating the metrics and dashboard on Tableau to track vehicle performance
- Identified operation inefficiency over seasonality, leveraging ETL on big data of 100+GB and Data Explanatory Analysis
- Created data pipelines on Databricks for 5+ machine learning models to predict component failures and vehicle lifespans

Louwai Technology Limited Company   **Chengdu, CHN**
SEM(Search Engine Marketing) Analyst   *Jan.2019 - June 2019*
Working in this online education startup to initiate SEM project.
- Enabled the company to save 10+K dollars of budget and decreased CAC for 40%+ utilizing data analysis
- Built metrics for main and 3 side projects, accomplished weekly reports and offered insights for different marketing channels
- Conducted A/B te`sting and provided suggestions for landing page iterations, with 20% of CTR increase within a month
- Designed the database and dashboard to track daily performance of over 30k keywords using Python and MySQL

Apple (China) Inc.   **Chengdu, CHN**
Working in Apple Store as management trainee preparing to be future leadership.   *Aug.2016 - May 2018*
- Led accessory sale campaign in gifting season and achieved 120%+ YoY increase by using accessory sale analysis. Promoted the optimal accessary pairs and organized accessary demos
- Accomplished customer segmentation analysis for sales campaign and increased conversation rate by 50%. Prepared 20+ weekly market reports, and shared updates with 60+ team members and management
- Built metric for after-sale appointment, repair and workforce of Genius Bar for special iPhone battery. Acquired iOS trouble shooting certificate and provided technical support to 1,000+ customers
- Initiated the growth analysis of Today at Apple events, proposed session pattern redesign, set up special sessions and facilitated weekly creative collaboration meetings

EDUCATION

University of California, Davis   **San Francisco, CA**
Master of Science in Business Analytics (MSBA), Fellowship (10%), Student Executive Assistant   *Expected June 2020*

Southwestern University of Finance and Economics   **Chengdu, CHN**
Bachelor of Finance, Accounting Minor, Entrepreneur and Innovation Scholarship (1%)   *Sept.2012 - June 2016*

ACADEMIC PROJECT

Online Open Job Insights Report, *Career Development project*
- Web Scraping: Scraped 6,000+ analytics related open jobs from LinkedIn, Indeed and Glassdoor
- Tableau Dashboard: Designed the dashboard to get insights of analytics job market and hiring companies

Text Analysis for YouTube Trending Videos, *Machine Learning project*
- Support-vector Machine Algorithm: Used YouTube API to collect data from 2000+ videos, transformed text into vectors and built new features by topic modeling
- Predictive Analysis: used LASSO regression and Cross Validation to select correlated features and predict video views

LEADERSHIP EXPERIENCE

- ***Initiator and Captain*** of RIEM Female Basketball Team, trained and led the team in campus competition for 3 years
- ***Owner*** of WINI MINI MARKET – start-up business on campus, with 300+ customers, 1000+ monthly orders and 20% profit