

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 testing 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 accessory pairs and organized accessory 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