Qirui (Micheli) Liu

+1 404-801-7690 | micheliliu@outlook.com | LinkedIn | GitHub

Education

Emory University, Goizueta Business School	**Atlanta, Georgia, USA**
Master of Science in Business Analytics (MSBA) - STEM credentialed program	July 2024 – May 2025
Miami University, Farmer School of Business	**Oxford, Ohio, USA**
Bachelor of Science in Business: Finance	August 2018 – May 2022

Technical Capabilities

Programming:	Python (Pandas, NumPy, Scikit-Learn, PySpark), R, SQL
ML/DL:	PyTorch, TensorFlow, NLP (NLTK, spaCy, TF-IDF), Recommender Systems (CF, MF)
Cloud/DB:	AWS, GCP, Databricks; SQL (MySQL, PostgreSQL), NoSQL (MongoDB, DynamoDB, Neo4j, HBase)
Visualization:	Tableau, Matplotlib, Seaborn, ggplot, Xmind
Certificates:	Google Data Analytics Professional Certificate, Tableau BI Analyst, Microsoft Azure AI

Experience

Emory University — **Atlanta, Georgia, USA**
Research Assistant — July 2024 – Present
- *Project 1*: Built Causal inference models to estimate causal effects between price influencers of Bored Ape Yacht Club (BAYC) NFT, along with other ML/DL models(XGBoost, GNN, LSTM) to explore effects of buyer and seller behaviors.
- *Project 2*: Created a Python OOP script (requests & selenium) to download metadata and videos from Archive.org's Advanced Search, extracted 5,000+ records with pagination/error handling.
- *Project 3*: Developed an AI Agent using OpenAI API to extract core information and parse it into standard formatted data from raw text.
- **Achievement**: 1) Project 1 paper accepted by ICIS 2025, presenting at INFORMS Annual Meeting 2025, under review by ACM journal. 2) Project 2 and 3 both assisted a professor's research at University of Southern California.

Qisi, Miracle Plus (Formerly Y Combinator China) — **Haidian, Beijing, China**
Product Manager — October 2023 – August 2025
- Worked with the research engineer team to design and develop multiple AI agents that autonomously operate our forum, attracting technical researchers to post original content and engage with other users.
- Wrote platform user activity reports/memos daily and weekly, analyzed user retention and engagement across different segments, and proposed product optimization strategies based on user feedback and data-based analysis.
- Co-authored with research team on daily AI news reports and funding events, focused on increasing subscriptions from researchers and technical experts through content writing.
- **Achievement**: By engaging 7,000+ users, agents generated content views 365 K+ times (twice the views of human-written content).

NCR Voiyx — **Atlanta, Georgia, USA**
Data Scientist/ Project Manager — December 2024 – May 2025
- Collaborated with the data science team to explore and build a new product by analyzing market opportunity windows and assessing the product's profit potential.
- Engineered unsupervised ML pipeline (K-means clustering, PCA) on customer transaction data (Size 2TB), and extended the pipeline to build Product Association (FPGrowth) and Collaborative Filtering (ALS) models to send either category or item recommendations.
- Utilized the dashboard on Tableau to visualize the recommendation results and customer segments for business users.
- Managed a team of 5 members, coordinated project tasks, and ensured timely delivery of milestones.
- **Achievement**: Presented our project results to the board of executives and established a comprehensive framework for the data science team's continued development and future deployment.

Miracle Plus (Formerly Y Combinator China) — **Haidian, Beijing, China**
Head of Entrepreneurial Expansion — February 2023 – October 2023
- Conducted research and due diligence to assist invested firms in accomplishing Product-Market Fit (PMF).
- Explored new possibilities in LLM applications, and communicated with startup founders across industries to establish investment deals.
- **Achievement**: 1) Successfully facilitated the launch of 2 startups, each securing $250,000 in seed funding. 2) Led 10-member intern team to a top 10 finish in SegmentFault AI-Agent Hackathon/ZhenFund AI-Gaming Hackathon.

Projects/Research/Competitions

Supermarket Recommender System — **Collaborative Filtering | KNN | Matrix Factorization | GCP**
- Built collaborative filtering (KNN) and matrix factorization models using PySpark MLlib on GCP Databricks to recommend products based on 13B+ customer transactions.

Synthetic Control & Geo Testing — **Causal Inference | Holdout Geo-Experiment**
- Determined the causal impact of ACME Manufacturing's Google P-Max Marketing campaigns on weekly order volume using a holdout geo-experiment.

2024 Travelers Insurance Predictive Modeling Competition National Finalist
- Developing ensemble models (Stacked Regression: CatBoost, XGBoost, LightGBM) and Neural Network Models to predict insurance call center call counts. Achieved 1st place at Emory University and entered national finals.