Rebecca Li

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Education

University of California, Los Angeles (UCLA) — Expected Graduation: June 2026

- Master of **Applied Statistics and Data Science**
- GPA: 4.0/4.0

University of California, Davis — August 2020 - June 2024

- Bachelor of Arts in **Economics** and **Statistics**
- GPA: 3.46/4.0

Skills

- **Tools**: Python (NumPy, Pandas, Matplotlib), R (dplyr, ggplot2, randomForest), SQL (MySQL, Hive), Stata, MATLAB
- **Analytics & Visualization**: Factor Modelling, Retention modeling, Airflow, Tableau, Power BI, SPSS Interactive Dashboards
- **Applied Machine Learning**: Regression (Linear, Logistic), Random Forest, Time Series Forecasting (ARIMA/VAR)
- **Languages**: English & Chinese (Mandarin)

Work Experience

Data Analyst | Li Auto Inc.

Mar 2025 – Jun 2025

- Built end-to-end data pipelines across Li Auto's Data Intelligence Platform and Perfect BI, integrating AD-usage, campaign, and sales-referral data (~10,000 records); automated daily ETL and cleaning workflows supporting cross-departmental analytics.
- Developed a customized RFM-based user segmentation model (Hive SQL), defining Recency, Frequency, and Monetary dimensions from AD-usage behavior and contribution scores; applied K-Means clustering to validate the rule-based segmentation.
- Collaborated with operations to design a tiered bonus system based on segmentation; applied gamified incentive logic (milestone, streak, and referral bonuses) that tailored rewards to user behavior and encouraged sustained AD usage.
- Partnered with marketing on push-notification A/B tests and referral analysis, improving click-through rate by 30% and identifying high-ROI users' segment (388 of 5,000 referral users joined, 96 acted as secondary referrers).
- Implemented and visualized key AD performance metrics (city vs. freeway penetration, model-level adoption, conversion rates) by building an interactive Tableau dashboard from scratch for the operations and marketing teams.

Student Program Coordinator | UC Davis Writing Center (Founding Team)

September 2023 – June 2024

- Supported the launch of UC Davis's first independent Writing Center by assisting in integrating writing resources previously scattered across the Career Center, Tutoring Center, Pre-Graduate Center.
- Designed and distributed a multi-channel survey to segment users by demographics, needs, and behaviors; identified underserved populations such as international graduate students and recommended tailored workshops, aligning with campus DEI goals.
- Investigated walk-in demand spikes linked to required writing classes; optimized staffing and collaborated with professors to share weekly consultant schedules, reducing unmet student demand from ~40% to 15%.
- Conducted A/B testing of workshop scheduling (time slots, promotion channels), identifying configurations that improved attendance and reduced no-show rates by ~20%.
- Collaborated with faculty and the IT department to integrate appointment transparency into classroom systems, improving coordination across departments and increasing student access to writing support services.

Financial Analyst Intern | CITIC Securities

July 2023 – September 2023

- Managed 40k+ financing and IPO records, writing efficient SQL queries with JOINs, CTEs, and window functions (ROW_NUMBER, RANK, LEAD, LAG) to analyze financing trends and industry rankings.
- Processed and analyzed 2k+ stock records using Python (Pandas, NumPy) for data cleaning, outlier detection, and feature engineering; created visualizations with Matplotlib to generate actionable market trend reports.

- Conducted market surveillance by integrating SQL and Python analytics, providing data-driven insights for risk control and research teams to refine investment strategies.

Quantitative Analyst Assistant | Shanxi Securities

May 2023 – July 2023

- Built time series forecasting models (ARIMA) in R to analyze A-share market trends and predict six-month performance, improving model accuracy by 18%.
- Conducted financial statement analysis using Excel and Python, extracting key performance indicators (e.g., debt ratio, net profit margin) and developing a credit scoring model that increased client screening efficiency by 30%.
- Researched and evaluated the financial structure and industry competitiveness of 10+ target companies, preparing investment reports that contributed to 2 companies advancing to IPO preliminary review.
- Enhanced market trend forecasting accuracy from 72% to 85% after optimizing predictive models, providing more reliable support for investment strategy adjustments.

Research Experience

Portfolio Construction and Risk Analysis | Research Project at UCLA

January 2025 – March 2025

- Collected and standardized historical stock data from the technology and financial sectors (2020–2023), integrating multiple data sources for robust portfolio analysis.
- Applied the Modern portfolio theory to construct efficient portfolios targeting various expected returns, and developed the efficient frontier to guide investment allocation.
- Calculated tangency and minimum variance portfolios, reporting their expected returns, risk levels, and Sharpe ratios across two periods; found that the tangency portfolio offered the highest risk-adjusted returns.
- Utilized the CAPM to estimate stock beta and alpha values relative to market benchmarks; regression analysis confirmed most alpha coefficients were statistically insignificant, supporting the efficiency of diversification.
- Demonstrated that incorporating financial stocks improved portfolio diversification and risk-adjusted returns, providing quantitative evidence for strategic investment decisions.

Globalization and Inequality Research | Independent Research at UC Davis

March 2023 – July 2023

- Collected and cleaned economic data from the World Bank and IMF (1960–2022), covering 80+ countries and 500,000+ records, to investigate the long-term relationship between globalization and income inequality.
- Built ARIMA and VAR models to analyze trends and dynamic interactions, reducing forecast error by 15% compared to baseline models.
- Used Difference-in-Differences (DID) analysis to assess the impact of trade liberalization on income distribution in low-income countries, finding an average post-liberalization reduction of 4.2% in the Gini coefficient.
- Developed dynamic data visualizations with ggplot2 to communicate regional inequality trends and differences.
- Found that globalization had a limited effect on income inequality in developed countries but significantly improved equity in developing economies; presented policy recommendations to optimize growth and fairness.

U.S.-China Trade War | Independent Research at UC Davis

December 2022 – March 2023

- Collected and standardized large-scale international trade datasets (WTO, IMF, UN Comtrade) spanning 2000–2022, covering 40+ countries, 200+ industries, and over 10 million transaction records, to analyze the economic impact of the US-China trade war.
- Applied ARIMA models to examine the dynamic effects of tariff policies on bilateral trade flows over time, identifying structural shifts and trends in key sectors. Evaluate the impact of the trade war on GDP for both countries, and conducted event studies to track supply chain adjustments of 10+ multinational corporations (e.g., Apple, Tesla).
- Found that industries with higher export dependence (e.g., electronics, machinery) in China experienced an average 15.7% decline in exports following increased tariffs. SCM analysis showed that from 2018 to 2022, the US suffered a cumulative GDP loss of 0.8% and

China 0.5%. Event studies revealed that 40% of affected multinationals accelerated diversification of their supply chains, shifting production to countries like Vietnam and India.

- Research findings were published as the cover article in the Fall 2023 issue of the Cornell Undergraduate Economic Review, and informed policy recommendations on tariff restructuring and global supply chain optimization to mitigate the long-term negative effects of trade conflicts.

Research Assistance | UC Davis

September 2022 – December 2022

- Research Project: "Where Crime Guns Come From: Characterizing and Mapping Criminal Gun Markets"
- Cleaned and validated large-scale firearm transaction datasets using Python and R, ensuring high data quality and integrity for downstream analysis.
- Applied advanced data analysis techniques in R, Stata, and Python to characterize patterns in criminal gun sourcing and trafficking.
- Produced clear and impactful data visualizations in R Studio to support key findings and facilitate communication with the research team.
- Contributed to research paper revision, enhancing methodological rigor, result interpretation, and the overall clarity and coherence of the manuscript.