Rebecca Li

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Education

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

- Master of **Applied Statistics and Data Science**

University of California, Davis — August 2020 - June 2024

- Bachelor of Arts in **Economics** and **Statistics**

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)

Work Experience

Data Analyst Intern | Li Auto Inc. — March 2025 – June 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%.

Data 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.

Academic Project

Portfolio Construction and Risk Analysis | UCLA — January 2025 – March 2025

- Built a multi-sector stock dataset by collecting and cleaning daily returns from Top 25 tech and fin companies in USA (2020–2023).
- Applied Modern Portfolio Theory to construct efficient portfolios under varying expected returns; developed the efficient frontier to visualize optimal risk–return tradeoffs.
- Identified optimal strategies by calculating tangency and minimum variance portfolios across two sample periods, finding that the tangency portfolio consistently delivered the highest Sharpe ratio.
- Validated asset performance with CAPM regressions, estimating beta/alpha values relative to market benchmarks; confirmed most alphas were statistically insignificant, supporting diversification efficiency.