

# Ruxin Li

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## TECHNICAL SKILL OBJECTIVE

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- **Programming Tool:** Python (Sklearn, Pandas, Numpy), R, SQL, Excel VBA
  - **Machine Learning:** GLM, Tree-based Methods (XGBoost, Decision Tree), SVM, Clustering
  - **Big data tool:** Pyspark, MapReduce
  - **Visualization:** Tableau, Python (Seaborn, Matplotlib)
- Strong analytical professional with Supply Chain background and practical data-related project experience. Creative, passionate, organized team leader, motivated to solving company problems through analyzing complex data; able to communicate complex concepts to diverse audiences.

## EDUCATION

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- July. 2019 - May. 2020 **William and Mary, Raymond A. Mason School of Business**  
Master of Science, **Business Analytics** GPA: **3.82**
- Aug. 2014 - Dec. 2018 **Beijing Materials Institute**  
Bachelor, **International Supply Chain Management**
- Old Dominion University** GPA: **3.71**  
Bachelor of Science, **Supply Chain Management**  
Bachelor of Science, **Business Analytics**

## EXPERIENCE

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### Modeling Analyst, Ferguson MSBA Capstone

Mar. 2020- May. 2020 [\[link\]](#)

- Designed automated data pipelines for over 40000 rows of integrated data (external and internal) using Alteryx, manipulated and cleaned data with Pandas in Python
- Recommended new showroom locations for Ferguson by developing predictive analytics models (GBM, XGBoost, and SVM, etc.), evaluated the models by 10-fold validation, selected the best model based on MAE
- Produced interactive dashboard to provide location selection insights for Enterprise information management team

### Logistic data statistician, Deppon Logistics

Jan. 2019- May. 2019

- Optimized logistics transport capacity of a cosmetic company customer by building binary constraint model in Excel OpenSolver
- Created a visual dashboard of monthly transportation volume, periods delay of logistics nodes, and presented to managers to decide major routes of customers, saved transportation space 16.7%, transportation cost \$69,640

### International trade data statistician, SYNUTRA France International

June 2019 - July 2019

- Classified diverse dairy products into groups, reallocated cargo space based on Best Fit Algorithm in Python
- Provided forecasts of weekly container stuffing charge by building ARIMA time series model in R
- Wrote reports about the prediction on container stuffing charges within 95% confidential intervals, reduced goods backlogs by 20%

## PROJECT

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### Conversion Rate prediction using AWS SageMaker

Mar 2020 - April 2020 [\[link\]](#)

- Managed, accessed over 300,000 records in S3 bucket, built machine learning models in notebook instance using AWS SageMaker.
- Trained and tested the models by customizing a 6-core, Linux-based machine in AWS EC2
- Predict user conversion rate for an e-commerce company based on Gradient Boosting classifier framework, produced an overall accuracy of 98.6%

### News Headline Prediction with RNN

Feb 2020 - Feb 2020 [\[link\]](#)

- Transformed, trimmed the text data, mapped unique words to integers in Python deep learning API Keras
- Built long shot-term memory (LSTM) NN model with a loss function of categorical crossentropy, set model checkpoint to monitor the loss
- Tuned the model by changing the number of units, layers and prediction sequence length.
- Generated reasonable text prediction for news headlines.

### Big Data Analytics: Airbnb Top Cost-Effective Houses

Dec. 2019 - Feb 2020 [\[link\]](#)

- Processed, transformed Airbnb housing data into RDD using Big Data platform Spark
- Wrote SQL queries in Spark to perform analytical tasks, provided sorted lists of most cost-effective houses on Airbnb to customers

## ADDITIONAL INFORMATION

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### Leadership

- Minister of Organizing Department, CSSA
- Captain, campus Women's Soccer Team

### Volunteer

Union Mission Ministries:  
Organized CSSA members to sort and carry out donation materials

### Personal website:

[ruxinli.github.io](https://ruxinli.github.io)

### Certificate

- Beta Gamma Sigma
- Starbucks Barista