

# Sigao(Peter) Li

Business Analyst/Data Analyst

✉ sigao.li@outlook.com

🌐 sigao.com

☎ +1(647)676-4600

🌐 sigao-li

📍 Toronto, ON, CA

🌐 SigaoLi

## EDUCATION

Jun 2024	<b>Summer School in Economic Networks</b>	<i>University of Oxford - Oxford, EN, UK</i>
Apr 2024	<b>Certificate in Artificial Intelligence</b>	<i>University of Toronto - Toronto, ON, CA</i>
Dec 2023	<b>Certificate in Data Science</b>	<i>University of Waterloo - Kitchener, ON, CA</i>
Oct 2023	<b>Master of Spatial Analysis in Spatial Analysis</b>	<i>Toronto Metropolitan University - Toronto, ON, CA</i> <ul style="list-style-type: none"><li>• Major Research Paper: Analyzing Lowe's Failure in Canada from a Geographical Perspective</li></ul>
Jun 2022	<b>Bachelor of Arts(Honours) in Geographic Analysis</b>	<i>Ryerson University - Toronto, ON, CA</i> <ul style="list-style-type: none"><li>• Individual Research Paper: The Impact of Population Distribution in the Toronto Census Metropolitan Area on Ethnic Retail Location</li></ul>

## RESEARCH EXPERIENCE

Mar 2024 – Present	<b>Research Assistant</b>	<i>Cognitive Aging Lab &amp; Toronto Metropolitan University - Toronto, ON, CA</i> <ul style="list-style-type: none"><li>• Analyzing survey data from the Active Aging Training Project's focus groups, offering assistance with meeting documentation and technical support.</li><li>• Leading a team of 5 to develop Python automation scripts to speed up the research process.</li></ul>
Sep 2022 – Dec 2022	<b>Research Assistant</b>	<i>Ryerson University - Toronto, ON, CA</i> <ul style="list-style-type: none"><li>• Analyzed survey data using exploratory spatial data analysis and regression analysis to examine the correlation between store accessibility, consumption frequency, and consumer health status.</li><li>• Enhanced business address accuracy by Geocoding with Google APIs, and modelled consumer trajectories with network analysis(origin-destination matrix model) using ArcGIS Pro.</li></ul>
Jul 2022 – Aug 2022	<b>Research Assistant</b>	<i>Ryerson University - Toronto, ON, CA</i> <ul style="list-style-type: none"><li>• Engineered a Python automation tool for spatial ETL pipeline that aggregates Toronto GTA election results and identifies the race of candidates for use in examining electoral diversity and inclusion.</li><li>• Conducted exploratory spatial data analysis and created Excel pivot tables for data interpretation.</li></ul>

## PROFESSIONAL EXPERIENCE

Jan 2023 – Apr 2023	<b>Geospatial Data Analyst</b>	<i>PiinPoint - Kitchener, ON, CA</i> <ul style="list-style-type: none"><li>• Build an urbanization index with QGIS and applied circular method for market screening, implemented clustering algorithms for customer segmentation, optimizing the retail network by 15%.</li><li>• Integrated machine learning algorithms into traditional GIS workflows and revamped enterprise database schema with Devbox, enhancing operational efficiency by 30%.</li></ul>
Jun 2021 – Aug 2021	<b>Business Analyst</b>	<i>iQIYI, Inc. - Shanghai, SH, CN</i> <ul style="list-style-type: none"><li>• Conducted market research on "How to transform film and television entertainment intellectual property into offline business ventures", and "emerging trends in large Brick-and-Mortar complexes".</li><li>• Devised data-driven site selection strategies that guided corporate transformation initiatives, and presented comprehensive demonstration reports to company executives.</li></ul>
Apr 2021 – Jun 2021	<b>Data Analyst</b>	<i>MioTech - Shanghai, SH, CN</i> <ul style="list-style-type: none"><li>• Conducted ESG research by leveraging Excel for web scraping data from government and revenue agencies, reducing data collection time by 50%.</li><li>• Created various analytical dashboards using Excel and BI software to depict key KPIs.</li></ul>
Feb 2021 – Apr 2021	<b>Product Analyst</b>	<i>Sohu.com Limited - Beijing, BJ, CN</i> <ul style="list-style-type: none"><li>• Performed diagnostic analysis of user behaviour, identifying trends and patterns, boosting user engagement and retention by 20%.</li><li>• Collaborated with the development team on competitive research, creating detailed reports that directly contributed to the development of new features.</li></ul>

## PROJECTS

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|------------------------|---|-----------------------------|
| Jan 2024 –<br>Apr 2024 | <b>Intelligent Agent for Portfolio Strategy Optimization</b><br>• Designed a stock trading agent using transformer models for price prediction, genetic algorithms and modern portfolio theory to achieve strategy optimization that maximizes risk-adjusted returns. | <a href="#">GitHub Link</a> |
| Sep 2023 –<br>Dec 2023 | <b>Forest Fire Monitoring Using Deep Neural Network</b><br>• Transformed satellite imagery into NLP features and developed a CNN model that utilized batch normalization, dropout, and data augmentation for wildfire detection, achieving over 97% accuracy.         | <a href="#">GitHub Link</a> |
| Sep 2023 –<br>Dec 2023 | <b>Real-Time Credit Card Fraud Detection</b><br>• Integrated Apache Kafka and Pyspark for real-time data streaming and distributed data processing, and leveraged custom MLLib transformers and FNN models to detect fraud with an accuracy of 99%.                   | <a href="#">GitHub Link</a> |

## VOLUNTEERISM

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| Apr 2024 –<br>Present  | <b>Director, GISource</b><br>• Helping students interested in professional development and graduate programs access up-to-date information on global M.S./Ph.D. opportunities.<br>• Published over 40 blogs about GIS-related program applications with more than 50,000 reads.   | <i>GISphere - Worldwide</i>         |
| Sep 2023 –<br>Present  | <b>Project Developer</b><br>• Leading a team of 4 using Agile methods to design an Azure-based ETL pipeline to scrape and load Google Sheet data into a MySQL database, reducing task time by 80%.<br>• Collaborating with a cross-functional team in the development and deployment of a custom LLM chatbot based on multiple AIGC platforms for information collection and technical support. | <i>GISphere - Worldwide</i>         |
| May 2022 –<br>Present  | <b>Campus Partner</b><br>• Promoted strategic cooperation with Esri China, and organized the "GIS Open Course Week for International Students" event.<br>• Co-produced "GISphere Study Abroad Guide - Big Data Report White Paper(2023)".   | <i>GISphere - Worldwide</i>         |
| Aug 2021 –<br>Aug 2022 | <b>Campus Ambassador</b><br>• Spearheaded international promotional campaigns, expanded outreach to over 300 universities worldwide and attracted more than 10,000 event attendees, achieving a 15% increase in promotional material downloads.   | <i>Esri China - Beijing, BJ, CN</i> |

## HONOR & AWARDS

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| Aug 2023 | <b>Canadian Cartographic Association Mapping Competition</b><br>• President's Prize Winner(1 <sup>st</sup> ) at University Level                           |
| May 2023 | <b>Graduate Development Award(\$700)</b>   |
| Sep 2022 | <b>Arts Grad Funding Spatial(\$5,000)</b>  |
| Jun 2022 | <b>Dean's List   Faculty of Arts(2021-2022)</b>  |
| May 2021 | <b>Global University Python Quantitative Simulation Investment Competition</b><br>• Individual Final: 6 <sup>th</sup> ; Group Semi-finals: 3 <sup>rd</sup> |
| Aug 2020 | <b>GLO-BUS Business Strategy Simulation</b><br>• Ranked into "Global Top 50 Performance Criteria"  |
| Sep 2018 | <b>Guaranteed and Renewable Scholarship(\$500)</b>   |

## TECHNICAL COMPETENCIES

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| <b>Data Analytics:</b> | Python, R, JavaScript, HTML, CSS, SQL, NoSQL, Databricks, Hadoop, Azure, AWS, Git, Linux       |
| <b>Frameworks:</b>     | PyTorch, TensorFlow, Keras, scikit-learn, NLTK, Pyspark, GeoPandas, ArcPy, Matplotlib, Seaborn |
| <b>GIS Tools:</b>      | ArcGIS, ArcMap, QGIS, MapInfo, PCI Geomatica, AutoCAD, Civil 3D, Alteryx, GeoDa, SPSS          |
| <b>Others:</b>         | Tableau, Power BI, MS Office Suite, Adobe Photoshop, Illustrator, InDesign, PTC Creo, SketchUp |