Sigao Li
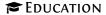
MSc Student
University of Bristol Business School

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🎓 EDUCATION

University of Bristol - Bristol, EN, UK

    MSc - *Business Analytics*   *Grades: Distinction(Exp)*   **2024.09 ~ 2025.08**
- Courses: Optimisation & Algorithms; Modelling Analytics; Social Media and Web Analytics

Toronto Metropolitan University - Toronto, ON, CA

    MSA - *Spatial Analysis*   *GPA: 3.92 / 4.33*   **2022.09 ~ 2023.10**
- Courses: GIS Project Mgmt Applications; Applied Spatial Statistics; Spatial Tech in Strat Planning

Ryerson University - Toronto, ON, CA

    BA(Hons) - *Geographic Analysis | Minor(Economics)*   *GPA: 3.14 / 4.33*   **2018.09 ~ 2022.06**
- Courses: GIS and Decision Support; Spatial Databases; Location Analysis of Commercial Activity

👥 INTERNSHIP EXPERIENCE

University of Bristol - Bristol, EN, UK

    Research Assistant - Transportation Big Data | *Business School*   **2024.12 ~ Present**
- Using public GPS trajectories from Open Street Map to understand and predict regularity, diversity, and adaptability in human mobility patterns.

    Research Assistant - Natural Language Processing | *Business School*   **2024.07 ~ Present**
- Transforming CQC inspection reports into NLP features, applying Latent Dirichlet Allocation, Sentiment Analysis and Econometric Modelling to identify care home operational challenges.
- Collecting key references in operations management and social media analytics, carrying out literature reviews of potential research directions.

Toronto Metropolitan University - Toronto, ON, CA

    Research Assistant - Cognitive Aging | *Department of Psychology*   **2024.04 ~ 2024.09**
- Preprocessed questionnaire data for the "Active Aging Training" Project's focus group.
- Proofread the "Future Thinking" Project questionnaire and provided document translation.
- Coordinated the planning and conduct of the "Aging in Community" Symposium.

PiinPoint - Kitchener, ON, CA

    Geospatial Data Analyst | *Department of Real Estate*   **2023.01 ~ 2023.04**
- Implemented Clustering Algorithms for customer segmentation and built an urbanization index for market screening, optimizing the retail network by 15%.
- Integrated machine learning algorithms into GIS workflows and revamped enterprise database schema with Devbox, enhancing operational efficiency by 30%.

Ryerson University - Toronto, ON, CA

    Research Assistant - Health Geography | *Geography & Environmental Studies*   **2022.09 ~ 2022.12**
- Analyzed questionnaire data using Regression Analysis to examine the correlation between store accessibility, consumption frequency, and consumer health status.
- Modelled consumer trajectories with Network Analysis to determine the consumer's activity area and enhanced address accuracy by Geocoding with Google APIs.

    Research Assistant - GIS | *Geography & Environmental Studies*   **2022.07 ~ 2022.08**
- Developed an ETL pipeline in Python to aggregate Toronto GTA election results and identify candidates' races to examine electoral diversity and inclusion.
- Conducted exploratory data analysis and created Excel pivot tables for data interpretation.

iQIYI, Inc. - Shanghai, SH, CN

    Business Analyst | *Advertising Sales Department*   **2021.06 ~ 2021.08**
- 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".

- Devised data-driven site selection strategies that guided corporate transformation initiatives, and presented comprehensive demonstration reports to company executives.

MioTech - Shanghai, SH, CN

Data Analyst | *Business Department*   **2021.04 ~ 2021.06**
- Conducted ESG research by leveraging Excel and BI software for web scraping economic data from government and revenue agencies, reducing data collection time by 50%.
- Developed analytical dashboards using BI software to display key performance indicators effectively.

Sohu.com Limited - Beijing, BJ, CN

Product Analyst | *Operation Department*   **2021.02 ~ 2021.04**
- Collaborated with the development team on competitive research, performed diagnostic analysis of user behaviour, identified trends and patterns, and boosted user engagement and retention by 20%.

PROJECTS

Commercial Portal Development | Python，NLTK，NetworkX   **Link**
- Designing a web-based portal that leverages LLM and IBM chatbot to perform MOST, SWOT, PESTLE and sentiment analysis on the company's annual report.

Site Selection for Public Transportation Systems | Python，NetworkX，PuLP   **Link**
- Developed a location selection model for electric vehicle charging stations using Complex Networks, Mixed-integer Linear Programming and Multiple-Criteria Decision-Making for trade area analysis.

Health and Disease Prediction | Python，SPSS，ArcGIS   **Link**
- Conducted spatial analysis using multivariate regression on neighbourhoods in Southern Ontario to evaluate the Modifiable Areal Unit Problem in health research.
- Identified geographic variations in predictors of diabetes prevalence, emphasizing the impact of spatial data aggregation on research accuracy.

VOLUNTEERISM

Chinese Students and Scholars Association Bristol - Bristol, EN, UK

Academic Assistant | *Academic Department*   **2024.07 ~ Present**
- Collecting academic resources, writing WeChat articles on admission timelines, and helping students understand key milestones in the admission process.

GISphere - Worldwide

Director | *GISource Department*   **2024.04 ~ Present**
- 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.
- Led 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%.
- Published over 50 blogs about GIS-related program applications with more than 50k reads.

Campus Partner | *GISpace Department*   **2022.05 ~ 2024.03**
- Promoted strategic cooperation with Esri China, and organized the "GIS Open Course Week for International Students" event, attracted more than 10k views.
- Co-produced "GISphere Study Abroad Guide - Big Data Report White Paper(2023)".

GeoScene Information Technology Co. Ltd - Beijing, BJ, CN

Campus Ambassador | *Marketing Department*   **2021.08 ~ 2022.08**
- Spearheaded international promotional campaigns, expanded to over 300 universities worldwide and attracted more than 10k students, achieving a 15% increase in promotional material downloads.

TECHNICAL COMPETENCIES

Data Analytics：Python，R，SPSS，SQL，NoSQL，JavaScript，HTML，Databricks，Hadoop，AWS，Git

Frameworks：PyTorch，TensorFlow，scikit-learn，Statsmodels，NLTK，NetworkX，PuLP，Pyspark，GeoPandas

Others：Tableau，Power BI，Google Analytics，Qualtrics，Esri Suite，QGIS，AutoCAD，Microsoft Suite

Certificates：Artificial Intelligence(University of Toronto), Data Science(University of Waterloo)，CPR/AED