

XIANG LI

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EDUCATION BACKGROUND

Carnegie Mellon University - Master of Information Systems Management, GPA: 3.85/4.00 09/2020-12/2022

Core Courses: Artificial Intelligence, Database Management, A/B Testing, Data Focused Python, OOP in Java

Wuhan University - Bachelor Degree of Finance, Average Grade: 89.15/100 09/2016-06/2020

INTERNSHIP EXPERIENCE

LinkedIn Data Science team - *Data Scientist Intern* Beijing, China 01/2021-07/2021

- Led Marketing Campaign Analysis Project which aims to increase user activities. Used SQL and Python to monthly evaluate campaigns and provided weekly channel ROI-orientated optimization plan under Diff In Diff method. The project optimization led to a significant key metrics lift in China Session Sitewide Impact ~0.3% with lifting trend during March to May. Presented the outcomes to LinkedIn China R&D and PM.
- Conducted research on FY21 performance of all signup channels with Finance team. Using attribution analysis to better adjust budget in FY22. Used SQL to build up reusable analytics queries which help to explore potential opportunities for optimization
- Implemented A/B Testing on LinkedIn users to evaluate the impact of feature changes and help make ramping decisions. Readout A/B test results of experiments related to Jobs and Signups.
- Maintained millions of LinkedIn content and student data. Built up content analysis weekly metrics report to help PM measure the quality of content on LinkedIn app. Constructed student campaign analysis frame which helped Ops to better understand student campaign performance.

Amazon (Global Store) Business Intelligence team - *Business Analyst Intern* Beijing, China 03/2020-01/2021

- Researched On-Site Attribution Model and applied theory to sales data to evaluate performance of Amazon webpages; Presented knowledge and outcomes to BI team, comprised of product managers, data scientist, and BIE on an ongoing basis.
- Studied and maintained millions of business operation data and leveraged data mining tools to explore business opportunity or Amazon Global Store(AGS). Used ETL, query, python to leverage data to create weekly business report metrics which help the Business Development/Finance/Marketing/Amazon Prime Team to measure their work performance.
- Used Python to build a Deal Price Model which could generate rule-based prices for promotional events (Black Five, Prime Day and Lightning Day) and instructed business team to offer better pricing structure.

Daimler Innovation Technology (Incubator Lab1886) - *Business Analyst Intern* Beijing, China 01/2019-04/2019

- Involved in the 'Charge hero' project, an app that offers charge service for their NEV. Used Excel to analyze the scale of charge demand in Beijing, made user portraits and financial predictions.
- Produced a business model by researching other companies and analyzing market demand in the 'R.E.D' project which redesigned and sold the junked parts from Benz. Obtained financing by Pitch.

The Nielsen Co. Ltd Telecom department - *Data Analyst Intern* Shanghai, China 07/2018-09/2018

- Collaborated with Data Analysts in the Shanghai Telecom company NPS project and Sinkiang Mobile company media monitoring project. Used Excel to calculate NPS and make the user portrait and presented PPT & Word reports to clients.
- Appraised app of MIGU, found problems in these apps through comparison with competitors and presented results in video.

ACADEMIC PROJECT

Zilbor ([Demo link](#)) - *Data Focused Python* 11/2020-12/2020

- Scraped millions of Chicago data from different sources(Socrata, NCES etc) by using BeautifulSoup. Cleaned and merged data via Pandas and Numpy.
- Developed line charts and heat maps via Matplotlib. Built up user interface so that the users could have comprehensive understanding by using different indexes (e.g., crime rate, education, house price) when they intend to buy a new house.

TECHNICAL SKILLS

SQL, Java, A/B testing, Python, ETL, R, MATLAB, Stata, C, Attribution Analysis, Predictive Analysis, Causal Analysis, Data Visualization, Machine Learning, CV, NLP, Advanced using in Microsoft Office (vlookup, pivottable, sumifs etc)