YiFan Li

+86-18811019056 | liyifanv616@outlook.com

EDUCATION

Tsinghua University   Sep 2017 - Jun 2021
Bachelor of Management, Major in Information Management and Information System   Beijing, China
Bachelor of Science, Minor in Data Science and Technology
- GPA: 3.84/4.0 (Ranking: 1/29)
- Selected Courses: Data Structures and Algorithms, The Principle and Application of Database, Computer Languages and Programming, Practice of Programming, Principles of Economics, etc.
- Won National Scholarship, Academic excellence scholarship, Sports excellence scholarship, etc.

University of Minnesota   Aug 2019 - Dec 2019
Exchange Student, Carlson School of Management   Minneapolis, U.S.A.
- GPA: 3.898/4.0
- Selected Courses: Big Data Engineering and Architecture (Graduate Level), Interactive Data Visualization for Business Analytics, Analysis and Modeling of Business Systems, Introduction to Artificial Intelligence

PROFESSIONAL EXPERIENCE

ByteDance Inc.   Jan 2020 - Present
Big Data R&D Intern   Beijing, China
- Conduct data modelling, management and construction for the corporate advertising data warehouse with Hive SQL, Spark and other technologies. Support the requirements of the downstream business units, contributing to all the advertisement-related OLAP projects including data analytics and business intelligence
- Improve department's process and R&D efficiency by organizing process specification and data map documentation, configuring automatic Q&A robot that serves the business units, and the team project management platform, etc.

Continental Automotive Systems (Shanghai) Co., Ltd.   Jul 2019 - Aug 2019
Intern, Industrial Engineering Department   Shanghai, China
- Retrieved data from Oracle Database and applied MicroStrategy Business Intelligence system and KNIME open source platform to complete data mining tasks. Analyzed and predicted important production indicators such as First Pass Yield and logistics shipment, and made interactive visualization charts for the decision makers
- Engaged in the firm's strategic project, RPA (Robotic Process Automation). Quickly learned and independently developed the first three automatic processes in the firm using UiPath RPA software. Hosted three internal seminars and completed a 115-page tutorial documentation,which promoted RPA's institutionalization

RESEARCH EXPERIENCE

Research on Price Index Construction and Monetary Mechanism in Fictitious Economy   Oct 2018 - Present
Research Assistant   Beijing, China
Tsinghua U. SEM, Supervisor: Prof. Wenlan Luo, Prof. Qing Liu
- Participated in the project which was cooperated by Tsinghua and Tencent Internet Innovation Technology Joint Lab, responsible for analyzing and mining transaction data of FIFA Online 3 Game by using Python, and build the econometric model
- Analyze the reasons for game currency inflation and player losing of FIFA Online 3 and give suggestions for the transaction platform, monetary mechanism, etc. of FIFA Online 4 Game

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

Ernst & Young NextWave Data Science Challenge   Apr 2019 - May 2019
Team Leader, Regional Champion   Shanghai, China
- Applied Machine Learning techniques to complete the task of predicting the residents' moving path destinations in the preliminary contest which has more than 2700 global participants. Contributed 80% of the ideas of feature engineering, independently build the workflow framework with Python. Finished model selection and hyper-parameter optimization with my teammate. Eventually, our solution won the fourth place in China
- Made presentation slides using Reveal.js, and stated our thoughts during the exploration clearly, analyzed the prediction result and proposed several business implications with my teammate. Because of our outstanding presentation, we won the championship in the regional final

ADDITIONAL INFORMATION

- Skills: Python, Scala, Spark, SQL, Hive, LaTeX, C, Java, Microsoft Visio, Microsoft Office
- Languages: Native proficiency in Mandarin, Fluent English (TOEFL: 112)