李逸凡

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教育经历

清华大学   2017 年 9 月 - 2021 年 6 月

主修专业：信息管理与信息系统，经济与管理学院   中国 - 北京

辅修专业：数据科学与技术，软件学院

- 平均分：3.84/4.0（专业排名：1/29）
- 选修课程：数据结构，数据库原理及应用，计算机语言与程序设计，程序设计实践，经济学原理等
- 获国家奖学金、学业优秀奖学金、体育优秀奖学金等多项荣誉

明尼苏达大学   2019 年 8 月 - 2019 年 12 月

交换生，卡尔森管理学院   美国 - 明尼阿波里斯

- 平均分：3.898/4.0
- 选修课程：Big Data Engineering and Architecture (研究生课程), Interactive Data Visualization for Business Analytics, Analysis and Modeling of Business Systems, Introduction to Artificial Intelligence

实习经历

字节跳动   2020 年 1 月 - 至今

大数据研发实习生，1 月 - 6 月   中国 - 北京

数据科学实习生，6 月至今

- 在公司广告数据平台使用 Hive SQL, Spark 等技术深度参与数据仓库的建模、治理与建设。主要对接抖音业务线的广告产品 "Dou+" 相关的数据需求，支持抖音广告业务的数据分析、商业智能应用等 OLAP 项目落地
- 通过时间序列数据挖掘方法，优化公司 A/B 测试平台的广告指标时序报警机制。将报警准确率从大约 60% 提升至 90%

大陆汽车系统（上海）有限公司   2019 年 7 月 - 2019 年 8 月

实习生，工业工程部   中国 - 上海

- 从 Oracle 数据库中获取数据，使用 MicroStrategy 商业智能工具和 KNIME 数据分析平台对数据进行挖掘。分析并预测一次合格率、物流发货量等重要生产指标，并绘制交互式的可视化图表提供给相关决策者
- 深度参与公司机器人流程自动化 (RPA) 战略项目。快速学习并独立使用 UiPath RPA 软件开发了公司试点的三个自动化流程项目。主持了三场内部研讨会，并完成了一份 110 余页的教程文档，推动 RPA 项目在整个公司范围内的实施与应用

研究经历

虚拟经济中价格指数的构建及货币传导机制研究   2018 年 10 月 - 2019 年 6 月

研究助理   中国 - 北京

清华经管学院，导师：罗文澜教授，刘庆教授

- 与腾讯互联网创新技术联合实验室合作立项，使用 Python 对 FIFA Online 3 游戏中，玩家间交易以及玩家与游戏公司交易的逐笔数据进行挖掘和处理，建立理论和计量模型
- 分析 FIFA Online 3 游戏币严重通货膨胀，并造成游戏玩家严重流失以至难以继续运营的原因，为 FIFA Online 4 的交易平台、货币机制、游戏币奖励等机制设计提出建议

课外活动经历

安永 NextWave 数据科学挑战赛   2019 年 4 月 - 2019 年 5 月

队长，地区冠军   中国 - 上海

- 在全球共有 2700 余位选手参加的初赛中，使用机器学习技术完成了居民活动路径终点的预测任务。为队伍贡献了 80% 的特征工程思路，使用 Python 独立完成了工作流框架的搭建，并与队友共同完成模型选择和参数调优。最终解决方案的精准度获得中国地区第四名
- 在地区前十名角逐的决赛中，使用 Reveal.js 制作演示幻灯片，与队友一同清晰地陈述了整个探究过程的思路，对结果的分析并提出实际应用的可能。依靠最终的展示表现，获得中国地区决赛冠军

其他信息

- 技能：Python, Scala, Spark, SQL, Hive, LaTeX, C, Java, Microsoft Visio, Microsoft Office
- 语言：普通话（母语），英语（流利，托福 112 分，GRE 337 分）

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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, Jan - June Beijing, China
Data Science Intern, June - Now
- Construct the corporate advertising data warehouse by conducting data modelling and Hive SQL/Spark development. Mainly support the requirements of the "Dou+" team (the ads business affiliated to TikTok), contributing to their OLAP projects including data analytics and business intelligence
- Optimize the alerting mechanism of our A/B testing platform by applying time series data mining techniques. Increase the accuracy of alerting from about 60% to 90%

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 - Jun 2019
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, GRE: 337)