

# YIFAN LI

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## EDUCATION

### Tsinghua University

Bachelor of Management, Major in Information Management and Information System

Bachelor of Science, Minor in Data Science and Technology

Sep 2017 - Jun 2021

Beijing, China

- GPA: 3.85/4.0 (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

Exchange Student, Carlson School of Management

Aug 2019 - Dec 2019

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.

Big Data R&D Intern, Jan - June

Jan 2020 - Present

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.

Intern, Industrial Engineering Department

Jul 2019 - Aug 2019

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

### Summitview Capital Co., Ltd.

Intern, Investment Department

Jul 2018 - Aug 2018

Shanghai, China

- Independently accomplished the 38-page research report of autonomous car sensor industry, which well prepared for the whole team to investigate the investment target of the on-board MMW (Millimeter Waves) Radar Chip, and gave a presentation to help our team know more about the industry vision
- Participated in two interviews of two CEOs about their enterprises according to SWOT and Michael Porter’s Five Forces Model, responsible for preparing questions, recording contents, and arranged them into an article
- Translated several Chinese reports into the English version, designed three PPT documents that researched investment projects, and took minutes of two conferences

## RESEARCH EXPERIENCE

### Carlson Leader Time Use Data Analysis

Research Assistant

Sep 2019 - Dec 2019

Minneapolis, U.S.A.

University of Minnesota, Supervisor: Prof. Le Zhou

- Wrote Python scripts to extract time use data from 500 Excel spreadsheets into one CSV. Conducted the data cleansing and help with preliminary analysis like reporting descriptive statistics, correlation and regression
- Built a website with Vue.js, Flask and MongoDB to replaced the old Excel data collection tool, providing both data collection and participant feedback functionality. The veracity of data and the user-friendliness are both improved.

### Research on Price Index Construction and Monetary Mechanism in Fictitious Economy

Research Assistant

Oct 2018 - Jun 2019

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

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### 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

### Chinese Young Development Program

Jan 2019 - Feb 2019

Participant, Columbia University

New York, U.S.A

- Engaged in various lectures in Behavior Economics, Financial Risk Management, Value Investing, Design Thinking, Marketing, International Organizations taught by Columbia University faculty and industry practitioners
- Visited New York organizations, including IBM and Morgan Stanley
- Participated in a design and business plan competition in a team of 9; played the role of team leader and won second prize among seven teams; took charge of organizing teamwork, formatting the report using  $\LaTeX$  and construct the advertising website

### Taekwondo Delegation of Tsinghua University

May 2018 - Jun 2019

Team Leader, Tsinghua University

Beijing, China

- Took charge of daily training, contacted professional coaches to have lessons for our team, and organized shows in the School Anniversary Activity
- Personally ranked fifth of the Taekwondo Classic Competition among universities in Beijing and led the team to win the second place

### Academic Development and Scientific Innovation Association

May 2018 - Jun 2019

Principal of Match Department, Tsinghua U. SEM

Beijing, China

- Took charge of planning the highest-level contest on economic hot spots analysis at Tsinghua - Jin Jing Le Dao, attracted over 200 groups from nationwide universities in the main stadium, and organized the freshman competition whose scale was double that of last year
- Completed the most important section of writing the competition manual, and used Python script program to process the competition reports of over 200 groups

## ADDITIONAL INFORMATION

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- Skills: Python, Scala, Spark, SQL, Hive,  $\LaTeX$ , C, Java, Microsoft Visio, Microsoft Office
- Languages: Native proficiency in Mandarin, Fluent English (TOEFL: 112, GRE: 337)