

# XUANANG LI

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## EDUCATION

### University of California, Los Angeles

B.S, Statistics and Data Science

Cumulative GPA: 3.95/4.00

Sept 2023 - June 2025

### University of California, Davis

B.S, Statistics. B.A, Cinema and Digital Media

Cumulative GPA: 3.99/4.00

Sept 2021 - June 2023

## SKILLS

### Programming Languages

Python (NumPy, Pandas, Matplotlib, Scikit-learn), SQL, C++, SAS, R, C, Matlab

### Data Analysis Skills

Machine Learning, Tableau, Power BI, Excel, Deep Learning

## WORK EXPERIENCE

### Tokyo Trading Card Exchange

Tokyo, Japan

Data Science Intern

Sep 2024 - Present

- Developed **web scraping** tools to extract historical transaction prices of matched grading cards from online platforms including eBay.
- Used Python to match upcoming auctions with most recent transactions, and perform statistical analysis on sale records over the past 3 months.

### Duke 65

Los Angeles, USA

E-Commerce Data Analyst Intern

June 2024 - Aug 2024

- Designed and implemented **A/B testing** to help affiliates optimize video content, resulting in a 27% increase in GMV and ensuring multiple TikTok Shops achieve stable monthly GMV exceeding \$10,000.
- Utilized Python to perform **NLP** on product reviews to extracted high-frequency terms and phrases to target consumer groups and usage locations.
- Developed an **ARIMA(2,0,2)** model to forecast product sales for the next month based on past six months data.
- Visualized sales data on **Excel(Pivot Tables)** to identify and collaborated with 1000+ high performing affiliates, generating over 1 million video views to boost brand visibility.

### TOPJOY

Beijing, China

Data Analyst Intern

Aug 2023 - Sept 2023

- Maintained a **SQL** database to manage and analyze over 10000 data entrires from an online gaming platform
- Executed event and retention analysis on the activity metrics of game streamers, and created of automated visualization dashboards on the ThinkingEngine platform to enhanced operational efficiency.
- Performed an comparative analysis of average daily income and active audience counts for retained versus lost game streamers, and analyzed the root causes of user churn through intuitive charts produced by **Tableau**.

## PROJECTS

### IMDB Movie Reviews Sentiment Prediction

Fall Quarter 2023

- Developed a lexicon of 6787 words across 50000 IMDB moview reviews. Leveraged **TG-IDF** and **PCA** to reduce dimensionality on common words
- Achieved 88.9% accuracy with **Neural Networks** sentiment analysis model by evaluating and optimizing multiple models including Logistic Regression, KNN , SVM, LDA/QDA, Random Forests, and Neural Networks.