Xinyi(Cindy) Li

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SUMMARY

Data Analyst with a Master of Science in Business Intelligence and Analytics and hands-on experience in data analytics and engineering. Motivated self-starter with a passion for innovation focused on driving data-driven decision-making, research, product growth, and operational efficiency at scale

SKILLS

- **Data Analytics & Engineering:** Data Infrastructure & Pipelines, ETL/ELT, Data Manipulation and Visualization, Database design & management, Data Modeling, Data Ingestion, Data Warehouse, A/B testing, Data Quality, Data-Driven Research, Statistical Analysis, Machine Learning
- **Technology:** RDBMS (SQL Server, PostgreSQL), Python, Looker, Tableau, Power BI, Redshift, AWS S3, Airflow, Snowflake, Spark (SparkSQL), R, MS Excel, MS Access, SSIS, SSRS

EXPERIENCE

Data Analyst, TuSimple Inc, San Diego, CA   02/2022 – Present

- Led projects to design and develop 10+ automated dashboards/tools using **PostgreSQL**, **Trino** and **Looker** to visualize, analyze and monitor the KPI of ongoing autonomous driving road-testing
- Designed and implemented data processing ETL pipeline, including benchmarking and performance monitoring tools, utilizing **Python, Trino, Airflow,** and **Looker**
- Demonstrated end-to-end expertise in **metric development**, including research, design, data modeling, data pipeline, and dashboarding
- Evaluated impacts of upstream system changes to reporting data warehouse, and made appropriate changes to existing ETL/Reporting processes
- Tuned slow **SQL queries**, and stored procedures, saving at least 40% daily processing time for one of the major applications. Created clustered/nonclustered index based on table usage and reduced the dashboard data extraction time by 80%
- Developed and maintained communication for key stakeholders to gather, prioritize and refine requirements. Created project documentation and collaborated with cross-functional teams to deliver projects

Business Data Analyst, Toyota Financial Services, Dallas, TX   05/2021 – 02/2022

- Performed **deep-dive analysis** on 30 million+ customers' interaction records and identified the optimal time in a day to send ads for loan product to increase phone pick-up rate, improving loan set-up rate by 9.8%
- Implemented machine learning model (**Random Forests**) in **Python** to target the customers that could benefit most from our loan program based on customer data
- Developed ETL pipeline to streamline reporting workflows using **SQL, SSIS** and **Python**, enable more efficient reconciliation, and power **tableau** dashboards, increasing efficiency and productivity
- Designed and developed automated dashboards using **Tableau** to visualize, analyze and monitor the customer monitoring program, saving 80% operation time compared to the legacy BI reporting process
- Communicated with clients and internal stakeholders to understand business requirements and produced 70+ ad-hoc reports using **SQL Server, SSRS,** and **Excel**
- Collaborated closely with cross-functional product and engineering team to perform sales and production forecasts and identify potential chance for business growth

Assistant Analyst Intern, Alpha Metro Realty, Jersey City, NJ   02/2021 – 05/2021

- Conducted data extraction, cleaning, and validation using **Python (NumPy, Pandas)** for model development and data visualization by **Tableau**.
- Performed ad-hoc analytical requests and research projects for sales department

EDUCATION

- M.S. Business Intelligence and Analytics, Stevens Institute of Technology
- B.S. Applied Psychology, Minor in Economics, Guangzhou University of Chinese Medicine