

Grace Li

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<https://github.com/graceli01/graceli01>

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY

Washington, DC

Bachelor of Science in Business Analytics: Marketing Strategy & Analytics concentration

May, 2023

- **GPA:** 3.73
- **Honors:** *Dean's List (2020Fall, 2021Fall, 2022Spring, 2022Fall, 2023Spring)*
- **Quantitative Courses:** Decision Models, Data Mining, Machine Learning, Data Management Analytics, Digital Mktg Analytics, Calculus, Regression Analysis, Data/Predictive Analysis/Ethics

University of Southern California
Master of Business Analytics

Los Angeles, CA
Expected May 2024

RELEVANT TECHNICAL SKILLS

Languages: R, Python, SQL

Data Visualization and Modeling: SAS, Tableau, Excel, Google Sheets, Canvas, JMP

Certification: Google Analytics

RELEVANT EXPERIENCE

Navanti Group

Washington, DC

Pro bono project – Kinetic Incident Tracking

Feb 2023 – May 2023

- Debugged the prototype of automated kinetic incident tracker to streamline incident analysis process, saving analysts' time on information gathering and news reading.
- Upgraded the prototype to use various data APIs and Named Entity Recognition (NER) machine learning models, enhancing incident tracking abilities to scrape news from 7500+ sources across countries and include multi-languages.
- Developed a Shiny embedding app for creating interpretable visualizations from the model's generated results, meeting the Navanti's non-tech background and preference for simplicity and adoption.

Raising A Village

Washington, DC

Data Management Intern

Jan 2023 – May 2023

- Developed 5+ reproducible template in Google Sheets to support RAV team in collecting data such as employee work hours, financial information and other service-related data that RAV need to monitor.
- Analyzed students' attendance and assignment completions to evaluate the success of each RAV program, creating infographics based on the data analysis.
- Applied models and data to understand the effect of each education program on students' grade, and presented findings to program director making next strategy plan.

The DC Event Planner

Washington, DC

Business Consultant, Pro bono Project

Feb 2022 – Apr 2022

- Initiated online market analysis based on Google Analytics to analyze user behavior and identify marketing effectiveness, resulting in creating a strategic plan about SEO optimization, content redistribution and website layout to attract leads and facilitate future business.

TECHNICAL PROJECTS

Seoul Bike Sharing Analysis Project

George Washington University

Data Analyst, Team of 4

Mar 2022 – May 2022

- Cleaned and prepped 14 attributes dataset using Python and R to perform advanced analytics, including data modeling and prescriptive analytics
- Applied statistical modeling methods such as linear regression, decision tree, and neural networks to predict demand for supply management, concluding that Bootstrap Forest model outperformed the others.
- Identified positive and negative factors that affect the rental bike demand, formulating data-driven business optimization.