

YONGJING (GRACE) LI

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA **Expected Dec 2024**

Master of Science in Business Analytics (STEM)

- Relevant Courses: SQL & NonSQL; Python; Statistical Modeling; Data Visualization; Text Analytics & Natural Language Processing; Big Data Analytics in AWS Cloud; Marketing Analytics

George Washington University – Washington, DC **May 2023**

Bachelor of Science in Business Analytics (STEM), concentrated in Marketing Strategy & Analytics

- Honors: Dean's List (2020 Fall, 2021 Fall, 2022 Spring, 2022 Fall, 2023 Spring)
- Relevant Courses: Machine Learning, Data Mining, Consumer Behavior, Marketing Research, Pricing Strategy

WORK EXPERIENCE

Age-Friendly DC, Office of the Deputy Mayor for Health and Human Services - Washington, DC **June 2023 – Dec 2023**

Data Analyst Intern

- **(Python)** Built relationships with 10+ liaisons and facilitated focus groups, performing text sentiment analysis to identify residents' reaction to changes in DC and providing insights for DC agencies to develop city improvement strategies.
- **(R & Python)** Compiled and sanitized data from multiple resources in Python, ensuring data quality, extracting trends and creating visualizations for senior management to shape future 5-year age friendly strategies and put into report.
- **(Google Analytics)** Led Age-Friendly DC web analytics initiative, analyzing 4M+ streaming data and creating visualizations to inform communication strategies on online engagement.

Raising A Village - Washington, DC **January 2023 – May 2023**

Data Science Intern

- **(Python)** Implemented Python scripts for data cleaning and preparation, facilitating the analysis of educational program effectiveness, which informed strategic adjustments leading to a 15% improvement in program retention rates.
- **(Tableau)** Worked closely with cross-functional teams, creating dashboards in Tableau to address specific business inquiries and provide valuable support for data-driven decision-making processes.

Shenzhen Ziyue Brand Management Co., Ltd. - Shenzhen, CN **June 2021 – August 2021**

Marketing Analyst Intern

- Utilized **SQL and Python** for customer data segmentation, enhancing targeted marketing efforts and personalizing sales approaches based on customer behavior and demographics, reduced customer churn rate by 80% in 4 IP events.
- Developed **dashboards in Tableau** to demonstrate the impact of marketing inputs on sales, analyzing and presenting business performance in sales, conversion rate, and channel distribution to support sales team making strategy plan.
- Conducted **A/B testing** for website features aimed at increasing user engagement, providing insights that led to a 10% uplift in user participation in online sales platform.

CONSULTING PROJECTS (COP)

Accenture Partnered - AI/GenAI Luxury Industry Use Case Analysis – Los Angeles, CA **April 2024**

- Critiqued AI and Gen AI Use cases in Accessible Luxury Industry. Worked in a diverse engagement team to analyze current uses, accesses opportunities, review data and architect and identify strategy for implementation and adoption with maximum ROI.

(Python) Navanti Group - Kinetic Incidents Tracking - Washington, DC **March 2023 – May 2023**

- Streamlined news collecting process by incorporating **APIs and NER machine learning models**, enhancing tracking abilities to scrape news based on keywords from over 7500 sources across countries and include multi-languages.

(Python) Richie.AI – Fintech Company Digital Marketing Analysis - Washington, DC **September 2022 – December 2022**

- Designed and implemented a **predictive model** for customer churn forecasting, providing crucial early warnings on potential user drop-offs for the marketing team to proactively devise and implement customer retention strategies.

(Python) Seoul Bike Sharing Analysis Project - Washington, DC **April 2022 – May 2022**

- Preprocessed the dataset in Python and trained multiple machine learning models to predict demand of bikes; Identified critical factors that impact bike demand, providing actionable insights for supply chain operations such as enhanced cost savings, bike arrangements, and revenue growth

SKILLS & CERTIFICATIONS

- **Programming & Data Visualization:** R; Python; SQL; Tableau; JMP; SAS; Excel (Advanced)
- **Stats & Machine Learning:** A/B testing; Supervised Learning Methods; Unsupervised Learning Methods