# Grace Li

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https://github.com/graceli01/BDAportfolio

## 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**                                                   Los Angeles, CA
**Master of Business Analytics**                                                   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.