

LEAH (XINYI) LI

l.xinyi1@wustl.edu

314-820-9084

She/Her/Hers

linkedin.com/in/leah-xinyili

EDUCATION

WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL, St. Louis, MO

Dec 2022

Master of Science in Business Analytics - Customer Analytics

- Coursework: Machine Learning, Deep Learning, Text Mining, Data Visualization, A/B Testing, Computer Science (Java), Prescriptive Analytics, Database Design & SQL, Python & Data Science, Customer Analytics, Big Data and Cloud Computing

HUAQIAO UNIVERSITY, ECONOMIC AND FINANCIAL COLLEGE, Quanzhou, CH

Jul 2015

Bachelor of Economics - Majoring in Finance

PROFESSIONAL SKILLS

- Tech Skills: Proficient in SQL, Tableau, Python (Numpy, Pandas, Matplotlib), R, Hadoop, Spark, MapReduce, Hive and MS
- Industry Skills: Linear/ Generalized Regression, Clustering, KNN, Decision Tree, Random Forest

EXPERIENCE

TyImen Tech, Fashion E-commerce Startup, St. Louis, MO

Jan 2022-Present

Product Manager (Part-time)

- Design and conduct go-to-market strategy (acquisition and retention); improved marketing campaigns, attracting initial 1K users and helping brands reduce return rate from 30% to 5%
- Collect feedback from users and the investment community, adjust revenue model and milestones in Excel, and pitch to the venture capitals to raise \$4M during 5-month accelerator incubation; achieved a balanced win-win income structure

Helian Enterprise Service Co., Ltd., Enterprise Service Startup, Xiamen, CH

Jun 2020-May 2021

Analytics Project Manager

- Applied data analysis skills in R to craft business strategy, locating users' portrait and increasing conversion rate by 40% for a FMCG company, and identifying suitable products for packaging and selling together through linear regression model
- Achieved revenue increase of more than 20% by facilitating project management via improving business operations across diverse workstreams and standardizing metrics for assessment utilizing visualization with Tableau

Lan Fund, Venture capital, Xiamen, CH

May 2018-Dec 2019

Investor Relation Manager

- Quarterly reported on the operations of fund (scale of \$150M) and the portfolio of 16 companies; Developed SQL query to retrieve data from hundreds of funding channels; maintained investor relations with 70% retention rate to re-invest
- Facilitated in high level strategy work; demonstrated company's differentiated advantages and critical financial metrics in a visual form; created fundraising materials and raised fund (scale of \$77M, focused on high-tech and consumer fields)

Yao Teng Capital (PE)/ Yuan Lian Capital (VC)/ Xiamen Cross-Strait Equity Exchange, Xiamen, CH

May 2015-Mar 2018

Senior Associate/ Investment Manager/ Financial Consultant

- Planned and designed refinancing, M&A, and other investment banking services for several listed companies, focusing on heavy quantitative analysis such as transaction structure design and income calculation for PE fund
- Analyzed in early-stage companies investing; followed up whole process of due diligence, agreement drafting; helped sort out the business model and secured new rounds of financing with 2X or 3X valuation within 3-6 months

PROJECTS

Porto-Seguro Safe Driver Prediction With XGBoost, St. Louis, MO

Feb 2022-Mar 2022

- Wrangled data from Kaggle source to create integrated insights that can be used to influence business decisions
- Established metadata framework to perform data mining of anonymous features to drastically shrink the research dimension from 57 to 30 in Python using Numpy and Pandas
- Developed XGBoost along with feature interaction, combination, engineering, selection to estimate the probability of claim initialization, deriving the evaluation score: 0.285 (Second highest)

Big Data Analysis for Food.com and Proposal for Customer Acquisition, St. Louis, MO

Nov 2021-Dec 2021

- Processed data cleaning through Python and a preliminary analysis of a big data set containing 500K+ recipes and reviews over 22 years via Tableau while also exploring food.com's decreasing popularity and loss of active users
- Applied SQL, Spark, and MapReduce to assess the dataset from different levels; conducted a time series analysis of the most popular recipes in the last 20 years to identify the characteristics and the trend, coming up with several recommendations for food.com to discover reader preferences and revitalize its community