

Leah (Xinyi) Li

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Dedicated and proactive professional offering five years of experience in Financial Service and Tech industry supporting the growth of many valuable companies throughout their life cycle. Excellent reputation for resolving problems, getting things done, managing cross-functional teams, and driving overall project success.

EDUCATION

Master of Science in Business Analytics – Customer Analytics

Washington University • St. Louis, MO • Dec 2022

Bachelor of Economics – Majoring in Finance

Huaqiao University • Fujian, China • Jul 2015

SKILLS

Programming: Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Keras, Seaborn), SQL(advanced), R(medium), SPSS, SAS
Statistics & ML: Predictive Modeling, A/B testing, Hypothesis Testing, Linear Regression, Logistic Regression, PCA, Clustering, Decision Trees, Random Forest, KNN, K-means, Association Rule Learning, Causal Impact Analysis
Other: Statistics, Github (portfolio: heroandxin.github.io), Data Visualisation, MS Office, Tableau (Certified), Jupyter Notebook, Pyspark

EXPERIENCE

TYLMEN TECK

Jan 2022 – May 2022

Product Manager Intern, Fashion E-commerce Startup

St. Louis, MO

- Collaborated with the team to iterate technical product functions from idea to MVP to launch to initial traction
- Designed and conducted go-to-market strategy; improved marketing campaigns on multi-channel such as TikTok and campus promotion, attracting initial 1K users and helping brands reduce return rate from 30% to 5%
- Collected feedback from users and the investment community, adjusted revenue model and milestones in Excel, and pitched weekly to the venture capitals to raise \$4M during 5-month accelerator incubation

HELIAN

Jun 2020 – Mar 2021

Analytics Project Manager, Enterprise Service Start-up

Xiamen, China

- Facilitated project management for cross-functional teams; developed corporate strategy; standardized work process and metrics for assessment and improved interdepartmental collaboration, achieving a revenue increase of more than 18%
- Applied data analysis skills in R to craft business strategy, locating users' portraits and increasing conversion rate by 40% from 300K to 420K users for FMCG company, and identifying suitable products for packaging and selling together through a linear regression model
- Segmented clients' existing users into 5 categories by designing and conducting surveys and running statistical tests and cluster analysis on raw data leveraging SPSS; presented the most valuable group to be cultivated, broadening potential customers by 24%

LAN FUND

May 2018 – Dec 2019

Director of Fund Department, Venture Capital

Xiamen, China

- Led a team of 4 to facilitate high-level strategy work; analyzed and identified the company's differentiated advantages; raised funds (scale of \$77M focusing on high-tech and CPG); sustained and retrieve data using SQL from a database of 10K+ funding channels
- Maintained investor relations with a 70% retention rate through regular reports and summit forums; LPs continued to invest \$30M

YAO TENG CAPITAL

Nov 2016 - Mar 2018

Senior Associate, Private Equity

Xiamen, China

- Devoted to investment banking business negotiations and deal plans of 20+ listed companies; focusing on heavy quantitative analysis such as transaction structure design and income calculation for refinancing, M&A

XIAMEN EQUITY EXCHANGE

May 2015 - Apr 2016

Financial Consultant, Regional Equity Trading Platform

Xiamen, China

- Cultivated and regulated small and micro enterprises; wrote business plans for 6 companies (first person to launch this business), securing new rounds of financing for start-ups at 2X or 3X valuations within 3-6 months

ACADEMIC PROJECTS

• Application of Data Science for Hotel Selection in Python

- Performed exploratory data analysis on property and order datasets containing 500K+ of records using the Pandas and Numpy packages in Python and gained business insights regarding price distribution, popular travel destinations, and booking trends, informing the shareholders' strategy development via visualization in Python
- Utilized Python to present accommodation tailored to different families, based on preference of hotel room types, amenities, and prices, visualizing through plotting function

• Big data analysis for Food.com and proposal for acquisition

- Processed data cleaning through Python and a preliminary analysis of a big data set containing 500K+ recipes and reviews over 22 years via Tableau and explored food.com is facing decreasing popularity and losing active users
- Applied SQL, Spark, and MapReduce to assess the data set 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, discovering user preferences and revitalizing the community