Xin Li

Phone: (+1)607-319-6668|E-mail: xl847@cornell.edu | Github: https://github.com/ithacaElva

EDUCATION

Cornell University   **Ithaca, NY, USA**

Master of Information Science, Focus areas: Data Science (GPA: 4.00/4.00)   Dec 2022

Teaching Asisstant: Network II - Market Design

The Chinese University of Hong Kong   **China**

B.S. in Statistics (Data Science track) | Minor: Economics (GPA: 3.5/4.0, Top 10%)   May 2020

University of Cambridge   **Cambridge, United Kingdom**

Summer Exchange, Pembroke College and King's College (GPA: 3.7/4.0)   July 2018 – Aug 2018

PROFESSIONAL EXPERIENCE

Procter&Gamble, *Full-time IT Manager, E-commerce Department*   July 2020 – Aug 2021

- Designed Key Metrics and **PowerBI** Dashboard Framework for all brand units in P&G China to support daily sales review and decision making on Alibaba e-com channel through interviews with sales associates;
- Built Data Model in **Erwin** and Integrated Multi-sources data (Database, API, Excel) in **Databricks** with **Spark**;
- Monitored **core metrics** and checked through data pipeline to ensure data accuracy, worked with Sales and R&D colleagues to close gaps, achieving **0 error** in billion sales amount and increasing active user rate from 20% to **95%**;
- Designed and analyzed **A/B test** to verify buyers' portrait of Metamucil, increasing e-com ads **ROI** by 210%;

ByteDance, *Data Analyst Intern (User Growth&User Operation)*   Nov 2019 – May 2020

- **Designed key metrics** in 6 monthly report to grade the short-video template creators in TikTok and measure the content abundance&quality of short videos under different topics through iteration;
- Optimized ads strategies in TikTok by selecting key influencers in social network, introducing **new users** of Jianying App by **300,000** and reducing the cost of per new user introduction from TikTok to Jianying by **50%**;
- Conducted daily **A/B test** across different notification schemes of stickers in FaceU to facilitate user operation goals, such as new user growth, existed user maintenance and call-back, increasing the daily CTR of notification by **200%**;

LinkedIn, *Data Analyst Intern, To-B Content Team*   May 2019 – Aug 2019

- Designed **metrics** and **visualizations** as analytical insights for **Talent Reports** of LinkedIn Talent Solution**;**
- Wrote **SQL** to extract user profile data from LinkedIn's database and designed reusable **NLP fuzzy matching script** via **Python Fuzzywuzzy module** to standardize the 'location', 'company name' key words in raw data;

PROJECTS & COMPETITIONS

Ecolab & Cornell University, Customer Impact Prediction, *Data Analyst*   Feb 2022 – May 2022

- Provide analytical insight on the biggest areas to target for reductions utilizing Azure, PowerBI and Machine Learning techniques;

2020 P&G CEO Challenge, Data and IT Group, *Runner-up in China, Team Leader*   Apr 2020

- Presented data-driven marketing strategies for consumers in different lifecycle phases to CEO, CIO, directors;

Skills

- **Skills:** Python, R, SQL**,** Tableau, Power BI
- **Big Data Tools:** Spark, MapReduce, Hadoop, MongoDB, Databricks, Git, AWS, Azure, Erwin
- **Areas:** Database, Dashboard & Reporting, Metrics Design, A/B Test, Marketing/Healthcare Analytics