Xujie "Joey" Li

(530) 760-8814 ◆ lzzself0110@gmail.com ◆ San Francisco, CA ◆ www.linkedin.com/in/joey-xujieli

PROFILE

Analytics professional with experience in developing machine learning models, performing statistical analyses, and telling stories from data. Master of Science in Business Analytics candidate at UC Davis. Seeking an analytics position to help the management make data-driven decisions that bring profits for the company.

Specialties: Machine Learning, Data Analysis, Data Visualization, Statistical Exploration, Data Management

Technologies: Python, R, SQL, MongoDB, Tableau Desktop, Git/GitHub, Amazon Web Service

AWS Cloud Practitioner Certified: [Badge Verification]

EDUCATION

University of California, Davis   **San Francisco, CA**
Master of Science, Business Analytics   Expected Jun. 2020
Highlighted Coursework: Data Management, Data Visualization, Advanced Statistics, Big Data, Machine Learning, Organizational Issues in Implementing Analytics, Data Design & Representation

The Chinese University of Hong Kong, Shenzhen   **Shenzhen, CHN**
Bachelor of Engineering, Electronic Information Engineering, (3.5/4.0)   Sept.2015 – Jun.2019
Highlighted Coursework: Calculus, Probability and Statistics, Linear Algebra, Optimization, Database System, Data and Knowledge Management, Data Mining, Economics
Awards: Dean's Honors List, Outstanding Student Assistant

PROFESSIONAL EXPERIENCE

Cirrus Owners and Pilots Association   **San Francisco, CA**
Data Analyst, Practicum Project   Oct.2019 – Present
As part of the MSBA program, engaging in a practical training with this highly successful aircraft association composed of 70% of all Cirrus aircraft owners, to help them enhance member experience

- Construct a content scoring system leveraging Natural Language Processing in Python and related tools to increase the relevancy of result searches
- Aggregate internal and external data sources through APIs and web-scraping for data procurement to provide more comprehensive resources for all users
- Explore and manipulate over 70GB data with more than 300 tables in Microsoft SQL Server and develop visualizations in Tableau dashboards to help administrators assess site performance
- Document website findings and draft a whitepaper for industry partner's reference for project deployment

Shenzhen Research Institute of Big Data   **Shenzhen, CHN**
Intern, Course Recommendation Team   Jan.2018 – Mar.2018
- Managed data normalization, transformation, visualization, and warehousing utilizing SQL and Python
- Applied K-means clustering to identify student segmentations to enable targeted enrollment suggestions
- Created a reinforcement learning model that generates course recommendations to students through the identification of optimum enrollment pattern quarterly with Markov Decision Process
- Researched on Node Embedding techniques of Natural Language Processing, and assisted Markov Decision Process-based model optimization with Struc2Vec, which yielded more diverse results and increased efficiencies by 80% overall

PUBLICATIONS

- Yi Feng[1], Xujie Li[2], "Discussion of the Factors that Influence the Amazon's Share Prices", accepted to publish by WOP in Engineering and Science Research (SSN: 2515-477X) by *2018 10th International Conference on Advances in Science Engineering and Technology*
- Yi Feng[1], Xujie Li[2], "Research on the Application of Data Mining in Computer Dynamic Forensics Technology"*,* published by *China Venture Capital* (Page 293-294)