Li Li

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Summary

Data analytics professional with 5+ years of experience in data analytics, visualization and reporting, artificial intelligence, and machine learning, focused on the e-Commerce sector. Skilled in SQL, Python, Tableau, and Power BI to optimize processes and drive decisions. Expertise in go-to-market strategies and digital marketing, with a proven ability to enhance customer engagement and business performance.

Work Experience

Data Analyst, Sheglam – Cosmetics startup under SHEIN   Aug 2019 – Feb 2023

- **Conversion Optimization:** Led a cross-department cart abandonment project with SQL-based analysis of the checkout funnel, identifying drop-off points and implementing optimizations like flexible payment options and streamlined checkout, achieving a 10% increase in conversion rates and $2 million in additional revenue.
- **Analytics and Visualization:** Executed comprehensive SQL analyses to identify root causes and KPIs driving GMV fluctuations, utilizing Tableau for real-time sales tracking and strategic decision support.
- **Retention Optimization:** Led a customer retention initiative by developing an RFM segmentation strategy using SQL and Excel, analyzing customer behaviors and preferences, and personalizing marketing efforts, resulting in a 18% increase in retention and a 15% increase in customer lifetime value.
- **Collaboration and Automation:** Collaborated with Marketing, Product, and IT teams to automate KPIs and GMV analysis dashboards using Tableau and Airflow, streamlining reporting processes, saving 1,950 hours annually in manual efforts, and enhancing decision-making speed by reducing response times by 90%.

Marketing Analyst, Shenzhen World Union Consultancy   June 2003 – Aug 2003

- **Market Trend Analysis:** Conducted an market trend analysis using SQL and Excel, identifying high-growth opportunities that guided strategic investment decisions and increased regional ROI by 7% YoY.
- **Targeted Marketing:** Analyzed CRM data using SQL and Excel, optimizing property offerings and marketing strategies, resulting in a 11% increase in sales and a 9% boost in conversion rates.
- **Dashboards and Reporting:** Developed and implemented KPIs dashboards and reports utilizing Power BI, empowering shareholders to make data-driven decisions.

Sales Manager, Shenzhen World Union Consultancy   Mar 2011 – May 2017

- **Sales Success:** Analyzed customer data to tailor sales approaches, leading to personal sales of $10 million and earning the title of 'Annual Sales Champion' twice.
- **Program Management:** Streamlined sales processes and improved customer experience through a cross-functional program, enhancing team efficiency and driving significant revenue growth.
- **Leadership:** Implemented a performance improvement plan for the sales team, driving a 17% increase in sales and boosting employee satisfaction by 15%.

Projects

Advanced Used Car Valuation Web Platform - Project Lead   Github

- Developed and implemented a Random Forest model using Python and machine learning to predict used car prices, deployed the model via Streamlit, and built an AI chatbot for user inquiries on the website.

AI-enhanced voice clone storytelling application - Project Lead

- Developed and implemented an AI-enhanced storytelling application using GPT-4 for story generation, DALL-E for image creation, and ElevenLabs for voice cloning, providing personalized bedtime stories.

Technologies

- **Programming:** SQL, Python(Pandas, Numpy, Matplotlib), R
- **Technologies:** Tableau, Power BI, AWS, Snowflake, ETL Pipeines, Google Analytics, A/B Testing,Jira

Education

University of Washington – Michael G. Foster School of Business   May 2023 - June 2024
Master of Science in Information Systems   GPA: 3.83/4.0

- **Coursework:** Data Mining and Analytics (Python, MySQL), Data Warehouse, Cloud Computing (AWS), Artificial Intelligence (Gen AI), Management Information Technology Projects

Hunan University of Arts and Science   Sep 2006 - June 2010
Bachelor in Marketing   GPA: 3.83/4.0