Li Li

Seattle,WA | lilimsis24@gmail.com | +01-817-734-9751 | Linkedin | Portfolio

Summary

Data analytics professional with 5+ years of experience in data analytics, visualization, and reporting, artificial intelligence, and machine learning. Expertise in go-to-market strategies and digital marketing, with a proven ability to enhance customer engagement and business performance. Achieved a 16% increase in conversion rates and drove $2M in revenue growth through checkout funnel optimization.

Technologies

- **Technical:** SQL, Python (Pandas, Numpy, Matplotlib), R, Excel (Pivot Tables), A/B Testing
- **Visualization:**Tableau, Power BI, MS Office
- **Data Tools:**Snowflake, AWS (Redshift, S3), Databricks, Apache Airflow, Google Analytics

Work Experience

Data Analyst, Homefacialpro: Top Chinese global e-commerce skincare brand   Aug 2019 – Feb 2023

- **Conversion Optimization:** Led a cross-functional SQL-based analysis of the checkout funnel, identifying key drop-off points at delivery and payment stages, driving a **16% increase in conversion rates**.
- **Revenue Optimization:** Built a Revenue Fluctuation Analysis Model using SQL to track key revenue drivers in real time, optimizing budget, inventory, and marketing, resulting in an **8% revenue increase.**
- **ETL and Automation:** Collaborated with Marketing, Product, and IT teams to build an Airflow,SQL-based ETL pipeline, automating revenue analysis, **reducing manual reporting by 1,950 hours/year**, and **improving decision response time by 90%**.
- **Retention Optimization:** Enhanced the shopping experience for high-value customers by implementing targeted engagement campaigns, UX improvements, and frictionless purchasing, leading to a **15% increase in repeat purchases**, **12% higher conversions**.
- **Collaboration:** Worked cross-functional to gather data requirements and establish KPIs, such as DAU, conversion rate, and ROI, to support advanced data manipulation and analysis using SQL and Tableau.

Marketing Analyst, Shenzhen World Union Consultancy   Jun 2016 – Aug 2017

- **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 (Revenue, NOI) dashboards and reports utilizing Power BI, empowering shareholders to make data-driven decisions.

Sales Manager, Shenzhen World Union Consultancy   Mar 2011 – May 2016

- **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 a Random Forest model with **R-squared 0.86** 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 an AI storytelling application using GPT-4 for story generation and ElevenLabs for voice cloning, providing personalized bedtime stories, receiving a **90% satisfaction rate in user testing**.

Education

University of Washington – Michael G. Foster School of Business   Jun 2024
Master of Science in Information Systems

- **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   Jun 2010
Bachelor in Marketing