LI LIU

5608 S. Harper Avenue, Chicago, IL 60637 | Phone: (812) 287-3072 | Email: liu431@uchicago.edu Website: https://github.com/liu431

PROFILE

- Relevant Skills: Data Science, Marketing Analytics, Machine Learning
- Technical Skills: Proficient in MS Office, Python, R, SQL, MATLAB, Tableau, Spark, Unix
- Awards: UC Graduate Scholarships (Oct. 2018 Jun. 2020); IU Research Grant (Spring 2017)

EDUCATION

University of Chicago

Chicago, IL

M.A., Computational Social Science

expected Jun. 2020

 Relevant Courses: Python Programming, Computational Modeling, Spatial Data Science, Quantitative Marketing, Causal Inference, Unsupervised Learning, Statistical Inference, Algorithms

Indiana University

Bloomington, IN

B.S., Applied Mathematics and Statistics

May. 2018

B.A.(Hons), Economics and Econometrics

May. 2018

 Relevant Courses: Big Data, Data Mining, Machine Learning, Probability, Numerical Analysis, Real Analysis, Complex Analysis, Mathematical Statistics, Advanced Econometrics, Financial Econometrics, Computational Economics, Game Theory, Social Networks, Microeconomic Analysis

PROJECT EXPERIENCE

Analyzing Images for Social Science (advisor: David Crandall)

Feb. -Jun. 2018

- Reviewed and implemented the computer vision algorithms of four existing technical papers
- Trained deep learning models on house images to estimate neighborhood income and market demand
- Presented the results at the poster session of CSCI-B 657 (Computer Vision graduate course at IU)

Why do Econ PhDs choose non-academic jobs? (advisor: Juan Carlos Escanciano) Aug. 2017 - Apr. 2018

- Constructed a discrete choice model to explain the career decision-making process of Economics PhDs
- Assembled the database of pedigrees, graduation years and current employers of 6187 graduates
- Presented the paper at the Jordan River Conference to over 100 economics professors and students

Tax Reform Policy for Health Care Market in Canada(advisor: Amanda Michaud) Aug. - Nov. 2017

- Simulated the Neoclassic Model and derived the equilibrium values of macroeconomic variables of Canada
- Conducted economic analyses for financing medical school education and investing in medical technology
- Proposed the reform policy of increasing income tax by 36% to achieve the 10% revenue growth

PROFESSIONAL EXPERIENCE

The University of Chicago Booth School of Business

Chicago, IL

Teaching Assistant

Sep.- Dec. 2018

- Graded weekly assignments and exams for 150 MBA students in Applied Regression Analysis (BUS 41100)
- Answered students' questions on R programming, linear regression, multiple regression, generalized linear models, time series models, panel data models and causal inference

Bloomington Farmers' Market

Bloomington, IN

Business Analytics Consultant

Jun.- Aug. 2018

- Formulated analytical models from sales data to optimize the logistics decisions
- Launched the digital marketing strategies such as referral programs and online purchases
- Increased customer retention rate and generated an estimated profit increase of 12% in three months