

Xiang (Stacy) Li

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EDUCATION

Bentley University- Graduate School of Business, Waltham, MA

May 2017

M.S. in Business Analytics

GPA: 3.9/4.0

- Academic Courses: Data Mining, Machine Learning, Statistical Modeling for Business, Database Management, Time Series Analysis, Customer Data Analysis and Relationship Marketing

Xiamen University-School of Economics, Xiamen, China

June 2015

B.A. in Finance

GPA: 3.5/4.0

- Awarded merit scholarship every year; Outstanding Student Leader (2%); granted (Top 1%) full sponsorship by Chinese Scholarship Council as an exchange student to University College Dublin in Ireland in Spring 2015

SKILLS

- **Software and Programming Language:** R, Python (Pandas, Numpy, Scikit-learn), SQL, Tableau, SAS, Spark
- **Statistical Modeling & Machine Learning:** classification (logistic regression, neural networks, etc.), regression, clustering (K-means, hierarchical), recommender system, time-series modeling, hypothesis testing
- **Marketing:** marketing research, customer relationship management, A/B testing

PROFESSIONAL EXPERIENCE

Staples Inc., Framingham, MA, Customer Analytics Intern

Sept. 2016-Dec. 2016

- Translated the goal of increasing customer retention into achievable analytical opportunities through soliciting stakeholder input and brainstorming
- Developed a prototype Recommender System using machine learning algorithms, allowing Account Managers to customize offers for top business customers; designed an A/B test to evaluate the system
- Conducted Market Basket Analysis on 100 million transaction records to identify cross-selling opportunities; utilized Association Rules to improve online display and in-store customer assistance

Rockland Trust, Hanover, MA, Data Scientist Intern

June 2016-Aug. 2016

- Applied statistical models to improve the performance of a debit card promotion; improved the response rate by 20%; presented the project to CMO using Tableau dashboard
- Identified the emailing list for promotion by developing Logistic and Random Forest Models; used Cluster Analysis to segment email recipients into subgroups and developed customized contents for each group
- Created a tracking scoreboard for future campaign tracking

NEAVS, Boston, MA, Data Analyst

Jan. 2016-May 2016

- Analyzed donor data to gain insights into demographics and donation patterns; gave actionable recommendations for expanding donor base as well as providing better donation experience
- Used Logistic model and Decision Tree to identify donors with high probability of donating bequests

LinkedIn Co., Ltd, China, Marketing Content Editor

Jan. 2015-Sept. 2015

- Curated social media posts for LinkedIn's official account; published 10+ popular posts with 100,000 likes
- Researched global media for trendy and valuable topics; tailored high-quality contents to fit Chinese audiences
- Engaged in website enhancement and new social media functionality development; effectively increased traffic by 10%

PROJECTS

Individual Project, Building Binary Classifiers using Python

Dec. 2016

- Built binary classifiers (Random Forest and Gradient-boosted tree) from 3 million records of census information to identify populations with more than \$50k income; procedures included: data preparation, feature extraction, imputation, model development and evaluation
- Visualized the effect of influential factors in a dashboard

Group Project, Database Development and Management, Bentley University

May 2016

- Created ER diagram to design the structure of a database for fitness center; Developed an actual Oracle database that satisfied the company's needs for business operation, customer relationship management and employee management
- Used SQL queries (Oracle) to input and manipulate data; designed analysis plan based on available data in the database