**Xiang Li**

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SUMMARY

Result-driven Data Analyst with analytics experience in Finance and Retail industry. Special expertise in marketing analytics and predictive modeling. Able to work with non-technical people to transform data into business insights. Detail-oriented with a great passion for problem-solving.

* Proficient in SQL, Python, R, Tableau, SAS(certified), Spark, MS Excel, MS PowerPoint
* Modeling/Analytical skills: regression, classification, time-series modeling, clustering analysis, recommender system, data cleaning, database manipulation, exploratory analysis, hypothesis testing

EDUCATION

**Bentley University- Graduate School of Business, Waltham, MA** May 2017 (expected)

*M.S. in Business Analytics GPA:****3.9/4.0***

* Relevant Coursework: Data Mining, Statistical Modeling, Customer Data Analysis, Machine Learning
* Member of Beta Gamma Sigma and American Statistical Association, Student Ambassador of Bentley University

**Xiamen University- School of Economics, Xiamen, China**  June 2015

*B.A. in Finance GPA:* ***3.5/4.0***

* President of Psychology Club of Xiamen University; awarded Outstanding Student Leader (2%); granted full sponsorship (1%) by Chinese Scholarship Council as a visiting student to University College Dublin in Ireland in 2015

PROFESSIONAL EXPERIENCE

**Staples Inc., Framingham, MA, *Customer Analytics Intern*** Sept. 2016 - Dec. 2016

* Analyzed historical sales data of the Printing and Marketing Service product division for cross-selling opportunities; designed a Recommender System using machine learning algorithms to cross-sell to 50,000 core business customers, which boosted average purchase frequency by 15% in the pilot experiment.
* Partnered with operation team to improve promotional pricing and in-store product placements by conducting Association Rules Analysis on 100 million transactions, resulting in an 18% increase in product sales.

**Rockland Trust, Hanover, MA, *Data Scientist Intern*** June 2016 - Aug. 2016

* Developed statistical models to identify recipients for a debit card email promotion; used Clustering Analysis to further segment target customers and customized contents for each group. The project effectively increased the response rate by 20% compared with 2015 and was expected to generate an NPV of $50,000 in a three-year term.
* Presented the project and campaign result forecast to the CMO and entire marketing team using Tableau dashboards; models were approved as a template for future email campaign.

**NEAVS, Boston, MA*, Data Analyst*** Jan. 2016 - May 2016

* Analyzed donor data to gain insights into donors’ profiles and donation patterns; prepared a detailed report to communicate the findings and recommendations to the Director of Development.
* Built a Decision Tree model to identify factors that influenced donors’ probability of giving a bequest; results were used by communication team to plan marketing strategy for the coming quarter.

**LinkedIn Co., Ltd, China, *Marketing Content Analyst*** Jan. 2015 - Oct. 2015

* Curated social media posts for LinkedIn’s official account by researching global media for valuable topics and tailoring high-quality contents to fit Chinese audience; published 10+ popular posts with 100,000+ likes.
* Engaged in website enhancement and development of new social media functionality; increased traffic by 20%.
* Collected and analyzed data from LinkedIn’s social media account using Tableau and R; delivered regular reports on performance insights to all stakeholders and management team.

PRODUCT

**A Custom Job Search Engine for Data Scientist Job Seekers** Feb. 2017 - Present

* Scraped and analyzed 2000+ job posts to identify popular data science skills required by employers
* Designed a resume-based job search engine to help Data Scientist job seekers find the right job using Web-scraping, Natural Language Processing, and Distance Measurement techniques; implemented the idea as a Flask app and made it a publicly accessible website.
* Implementing Agile methodologies to improve the application; planning on future functionality enhancements to take into account a user’s experience level and soft skills.