**Xiang Li**

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SUMMARY

Analytics **Modeling and visualization**: Classification, Regression, Time-series modeling, Clustering analysis, Recommender system, Dimension reduction, Data scraping, Manipulation and visualization (Matplotlib, Seaborn, D3)

**Statistics**: regression, confidence interval, Bayesion, statistical testing

Coding Python (scikit-learn, NumPy, SciPy, Pandas), R, SQL, Tableau, D3.js, Linux, Git, SAS

**Other**: Hadoop, Spark, AWS, Google Cloud Platform, Airflow

PROFESSIONAL EXPERIENCE

**Aetna Inc., New York, NY*, Data Scientist*** Jan. 2019 – present

* Consolidated and performed data quality assessment on multiple data sources; partnered with data engineer team to design a robust **data pipeline** using Airflow and Spark
* Improved customer retention and broker retention by developing **statistical models** to identify factors that are driving churn; collaborated with business partners to collect business context and integrate expert knowledge into the model

**Homer Learning, New York, NY*, Data Scientist*** June 2017 – Jan. 2019

* Researched on methods to improve **personalized learning experience** for children, including collaboratively developed a **recommender system** that matches children with the best learning content using collaborative filtering – ALS technique and prototyped **an adaptive learning model** using Item Response Theory (IRT) model
* Enhanced company’s ability to measure customer experience by identifying three leading indicators that are most correlated with trial-to-paid conversion using **logistic regression** and **random forest model**; the resulting key metrics became company-wide KPIs and are reviewed on a weekly basis in management meeting
* Identified product's strengths and area of improvements by analyzing app reviews and customer feedback using **NLP techniques** such as Latent Dirichlet Allocation, stemming and tokenization; extracted entities, sentiments and themes from qualitative feedback and created a Tableau dashboard to visualize findings; key positive themes and phrases identified were used to improve branding and marketing materials
* Set up a series of **A/B testing** for new product to improve customer acquisition; outcomes include a more streamlined onboarding experience and 20% increase in trial start rate compared to original design

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

* Participated in the design of a **Recommender System prototype** for B2B cross-selling using **collaborative filtering**, which boosted average purchase frequency by 12% in a pilot experiment
* Collaborated with operation team to improve promotional pricing and in-store product placements by conducting **association rules analysis** on 100 million transactions, resulting in an 5% increase in selected product sales

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

* Developed a **logistic regression model** to identify recipients for a debit card email promotion based on customers’ demographic info; applied **clustering analysis** to further segment target customers and customized contents for each group. The project effectively increased the response rate by 18% compared with 2015
* Created a Tableau dashboards to present the project and campaign result forecast to the CMO and entire marketing team; models were approved as a template for future email campaign

EDUCATION

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

*M.S. in Business Analytics GPA:****3.85/4.0***

* 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