

reallyiyifei@outlook.com

Yifei Li

+1 (405) 780-3992

## EDUCATION

**University of Pennsylvania**, Philadelphia, PA, USA

Graduation\*: 05.2022

MSE Data Science, concentration in Data and Technology Management w/ Wharton

GPA: 4.0/4.0

**Oklahoma State University**, Stillwater, OK, USA

Graduation: 12.2019

BS Computer Science, BS Mathematics, and BSBA Hospitality &amp; Tourism Management (Triple Degrees)

GPA: 3.75/4.0

- Honors: Emeritus Math Faculty Scholarship (Math), SST Scholarship (CS), Transfer Out-Of-State Achievement, President's Honor Roll

**Sun Yat-Sen University**, Guangzhou, China

Graduation: 05.2019

Bachelor of Management, Tourism Management (Triple-Accredited: EQUIS, AACSB, and AMBA)

GPA: 3.8/4.0

- Honors & Leadership: The Third Prize Scholarship, The College Excellent Student Leader, Leader of International-Affairs Department

- Competitions: Top8 of Johnson & Johnson Marketing Competition, The Excellent Team of Citibank Business Case Competition (Campus)

## RELATED SKILLS

**Computer:** Python, Pytorch, Java, C++, R, SQL, PHP, HTML, MATLAB, SPSS, SAS, LaTeX, Microsoft Office**Coursework:** Machine Learning (both math and application), Deep Learning, Learning in Robotics, Convex Optimization, Probability and Mathematical Statistics, Regression Analysis, Advanced Linear Algebra, Data Structure and Algorithm, Computer Systems, Operating Systems, Computer Networks, Database, Programming Languages, Management, Economics, Customer Behavior, International Finance

## ACADEMIC PROJECTS

Hotel Cancellation Prediction Using 10+ Machine Learning Approaches (Python) - [github](#)

- Visualized and rebalanced the dataset, then used 10+ machine learning models including an ensemble to predict the hotel booking's cancellation (binary classification) and analyzed the influence of models and rebalance techniques by ROC curves; generated a report

E-Commerce Platform Product Match by Deep Learning in Computer Vision and Natural Language Processing (Python) - [github](#)

- Found the same products by exploiting their titles (BM25, Doc2Vec, BRET, Faiss) and images (CNN, DNN, VGG19, ResNet152) with the help of zero-shot learning, triplet loss function, and KNN embedding, reaching 97% accuracy of 32k training entities and 70k test data

Inverse Reinforcement Learning on Gridworld (python) - [github](#)

- Compared and explored the reinforcement learning and inverse reinforcement learning models on different gridworld environments

The Rise of Gig Economy and the New Management Challenges - Case Study of Freelancer Platforms (Undergraduate Thesis)

- Optimized the gig economy platforms by applying web crawlers to collect data, OLS method to analyze them, and hypothesis-testing research paradigm to draw the relationship patterns to support the given management solutions

E-Business Customer Behavior Forecasting Using Four Different Machine Learning Approaches (Python)

- Processed and visualized a 1-million-dimension dataset and then used four different machine learning approaches, naïve Bayes, logistic regression, LightGBM, and DeepFM (deep learning neural network), to predict the customer behaviors

National Education Analysis Using Multiple Linear Regression Model (R Language)

- Predicted average SAT score of each state in the U.S. by processing the data attributes, checking statistical test assumptions, removing the influencers, finding interactions, and ultimately deploying multiple linear regression

Web-Based Bilingual Library Database Design (SQL &amp; PHP)

- Utilized SQL to build a Chinese-English bilingual book information database system as back-end and PHP to build a functional webpage for searching, adding, changing, and deleting book information via different attributes as front-end

Linux-Like File System Demo (C Language)

- Simulated a lower-level system structure which can find and delete files by various metadata to explore the operating system

## PROFESSIONAL EXPERIENCE

**Technology Consultant Intern | Advisory Service, PwC**, Shenzhen, China

06.2020-08.2020

- Streamlined the [SAP financial consolidation platform](#) for [Miniso](#) (\$1.5B retailer startup) via SAP's Excel extension, providing automated adaptive financial report, real-time management analysis and global regulations across its 90+ international branches

**Financial Analyst Intern | Institute of Financial Research, Yuexiu Financial Holdings Group**, Guangzhou, China

08.2016-09.2016

- Provided industry analysis reports and PPT about private equity fund, mutual insurance, and reinsurance

**Financial Analyst Intern | Investment Banking Division, GF Securities**, Guangzhou, China

07.2016-08.2016

- Participated in the design and execution of Equity Incentive Deals for the public company clients

- Collaborated with a team of five in searching and sorting listed company information via financial terminal and wrote reports