Ning Li

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Education Background

Northeastern University – Silicon Valley Campus, San Jose, CA   *Dec. 2025 (Expected)*
MS in Computer Science (STEM)
Relevant Coursework: Database Management; Advanced Data Analytics; Object-Oriented Design; Data Structures, Algorithms; GPA: 3.87

Northwestern University – Chicago, IL   *May. 2023*
Master of Science in Law (MSL)
Relevant Coursework: Business & Technology; Data in Society; Quantitative Reasoning; Privacy Law; GPA: 3.84

Boston University – Boston, MA   *Sept. 2021*
Bachelor of Science in Business Administration (BSBA), Subconcentration: Finance
Relevant Coursework: Calculus; Statistics; Data Modeling; Data Visualization; Risk Management; Financial Analytics;

Skills

Programming Languages: Python (NumPy, Pandas, Scikit-learn, Matplotlib), R, SQL, Java, C

Analytics tools: Tableau, Excel, Power BI, AWS, ThoughtSpot, Databricks, Dataiku, Azure

Statistical learning: Logistic Regression, SVM, Random Forests, AdaBoost, Linear regression, Decision Tree

Soft skills: Business Analytics, Market Research, Problem Solving, Professional Communication, Leadership, Team Work

Technical skills**:** Microsoft Office Suite, Customer Analytics, Marketing Analytics, Business Plan Development

Professional Experience

Sephora   *Jun. 2025 – Present*
Data Analyst Intern, Retail Data Technology
- **Retail Dashboard Migration & Tool Evaluation:** Spearheaded the data analysis portion of a cross-functional PoC project aimed at migrating existing Tableau dashboards to a new BI platform (ThoughtSpot); conducted detailed report requirement gathering, data source validation (EDW, Data Lake), and performance benchmarking for six core retail sales and productivity reports across US and Canada.
- **Report Optimization & SLA Validation:** Analyzed and validated metric performance (e.g., SPLH, completion rate) against baseline KPIs using SQL and Excel; ensured seamless UI navigation, row-level access controls, and accurate data refresh schedules to meet or exceed current SLA standards.
- **System Cost Reduction & Workflow Efficiency**: Delivered analytical insights that informed licensing reduction strategies and single-system usage proposals, contributing to a cost-saving initiative and enhancing user experience for Store Force and Retail Ops teams.

NetEase   *Feb. 2022 – Jun. 2022*
Data Analyst Intern, Lifease E-Commerce Platform
- **Consumer Demographic Analysis**: Led a comprehensive demographic analysis for a cat food business line with marketing team by scraping, cleaning, and organizing a dataset of over 90k customer records from a sales platform using Python; conducted data analysis in R, and developed visualizations and an interactive dashboard in R, Excel and Tableau, contributing to a 22% increase in total sales.
- **A/B Testing and Product Optimization**: Conducted A/B testing on a new product enhancement. Defined evaluation metrics, performed exploratory data analysis (EDA) on over 90k sales transactions, and utilized t-tests to assess the impact; led to the new product decision resulting in an 8.3% increase in sales performance.
- **Data Support and Monitoring:** Provided daily data support across multiple business lines, encompassing data collection, cleaning, and visualization. Assisted in routine statistical analyses and contributed to the development of a product data monitoring indicator system to enhance business intelligence capabilities.

Amazon   *Apr. 2020 – Sep. 2020*
Business Analyst Intern, Compliance Operations
- **Automation of Business Metrics Calculation:** Automated the calculation of key performance metrics for 7,000 employee records by querying, cleaning, processing, and visualizing data from the company's database using R; organized the results into output tables and streamlined the workflow with scheduled R scripts, increasing the accuracy and efficiency of performance reporting by 35%.
- **Employee Demographic Analysis:** Performed descriptive analysis on 700 employee demographic records using Python; extracted data with SQL, utilized Pandas for data transformation (ETL), and visualized demographic trends and patterns in a consolidated dashboard using Excel and Power BI; reduced the HR Business Partner's data processing time by 50%.

Projects Experience

Pharmaceutical Sales Data Warehouse and Analysis   *May. 2024 – Aug. 2024*
Northeastern University – Silicon Valley Campus
- Designed and implemented a MySQL data warehouse with a star schema, handling over 180k sales records to support fast analytical queries and reporting. Conducted data analysis using SQL and R, incorporating data visualization like line graphs and stacked bar charts in Power BI to identify top products, sales trends, and regional performance.

"Free Trial" Screener A/B Testing   *Feb. 2024 – May. 2024*
- Tested the effect of a new website button by defining evaluation metrics, conducting EDA on a dataset of over 300K users and performing sanity checks and Z-tests to measure the impact, providing insights that informed strategic decision-making.