

Jiahao Li

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EDUCATION

University of California, San Diego

Master of Science in Business Analytics

San Diego, CA

Expected Dec 2025

Arizona State University

Bachelor of Finance & Supply Chain Management | Certificate in Applied Business Data Analytics

Tempe, AZ

May 2023

TECHNICAL SKILLS

Software & Tools: Python, SQL, R, Tableau, Excel, Power BI, Looker, Google Analytics, Google Cloud Platform

Analytical Skills: EDA, ETL, Data Mining, Dashboarding, A/B Testing, Machine Learning, Forecasting, Supply Chain

INTERN EXPERIENCE

Business Analyst Intern

Oct 2023 - Jan 2024

Analysis YiGuan

Beijing, China

- Led customer subscription performance analysis for MiGu Video, querying 2M+ user activity records using MySQL; defined and tracked OKRs in Python to evaluate conversion and retention across platforms, collaborating with the product team to improve trial-to-paid conversion by 15%
- Built 3 ETL pipelines to transform raw user data into Tableau dashboard inputs; reduced manual reporting time by 40% and developed dashboards to visualize KPIs (conversion, churn, engagement) with dynamic filters
- Developed regression forecasting models in Python (Linear, Random Forest) to predict trial-to-paid conversion and churn based on user behavior; helped the growth team identify underperforming cohorts and reallocate budgets
- Performed competitor benchmarking analysis to support MiGu Video's globalization strategy; identified gaps in content personalization and churn tactics, informing overseas market positioning

Supply Chain Insights & Analytics Intern

May 2022 - Aug 2022

MUJI

Nanning, China

- Conducted EDA using Python and SQL on 12-month sales and inventory data across 12 stores, uncovering overstock risks and demand patterns; enabled inventory planning team to optimize stock levels, reducing holding costs by 10%
- Audited expired and unused materials using item-level data; identified customer accounts linked to expired inventory and supported the finance team in recovering \$300K+ through vendor negotiations and reimbursement claims
- Designed and implemented a task management system using SQL in collaboration with Sales Ops and Logistics teams, replacing Excel/email workflows and improving task visibility and response time

Banking Operations Analytics Intern

Aug 2020 - Nov 2020

China Everbright Bank

Nanning, China

- Built automated Excel reporting templates using advanced functions to streamline customer profiling and transaction summaries; reduced manual processing time by 30% and improved reporting accuracy and audit readiness
- Led onboarding and training for a 10-person intern group, creating structured documentation and workshops on CRM systems and Excel tools; reduced onboarding time by 25% and improved task handoffs for full-time staff

PROJECTS EXPERIENCE

Customer Churn Prediction

Jan 2025 - Mar 2025

- Built a complete end-to-end ETL pipeline using SQL and Python, loading data into Snowflake with automated refresh via Snowpipe; connected Tableau/Power BI for real-time dashboarding and reporting
- Analyzed 100K+ e-commerce orders to identify sales trends, forecast 3–6 month revenue using time-series models, and segment customer cohorts by CLV to uncover retention patterns and high-value users
- Created interactive executive dashboards using Power BI, visualizing KPIs like AOV, CLV, conversion funnel, and sales by geography or category with dynamic filters for real-time stakeholder insights

E-commerce Database Analyst and Optimization

Aug 2024 - Oct 2024

- Utilized SQL to extract and integrate data from 6 databases to analyze website activity, product performance, orders, and refund trend
- Analyzed traffic sources (organic search, paid traffic) using SQL to evaluate their impact on new and returning users; assessed ad content performance in driving conversion rates to guide campaign budget decisions
- Conducted user behavior analysis on over 1 million customer data through path analysis and bounce rate evaluation to identify conversion bottlenecks
- Evaluated paid brand vs. non-brand traffic and SEO strategies; identified high-conversion channels for budget prioritization and diagnosed low-conversion channels for improvement