LELE LIAO

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ABOUT ME

Data Analyst with experience in business intelligence, KPI tracking, and financial variance analysis. Skilled in leveraging SQL, Snowflake, Python, and Tableau to translate transactional data into actionable business insights supporting operational efficiency and marketing performance.

EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2026
University of California, San Diego

Bachelor of Science in Information System   05/2025
University of Nevada, Reno
Minor in Accounting, Business Analytics, Mathematics.

EXPERIENCE

Business Analyst, Egg Roll King, Reno, NV   01/2023 - 04/2025
- Designed and maintained revenue and customer traffic dashboards to monitor key business KPIs, enabling data-driven staffing optimization and improving operational efficiency by 15%.
- Analyzed POS and kitchen system logs to identify performance issues, reducing equipment downtime by 20% and supporting operational efficiency.

Customer Service Analyst, Target, Reno, NV   10/2024 - 01/2025
- Collected and analyzed customer wait-time and service flow data to identify operational bottlenecks during peak seasons. Used performance metrics to support process improvements, contributing to 90%+ customer satisfaction.

PROJECTS

Data Analyst, Purchase Order & Invoice Variance Analysis
- Built ETL workflows to consolidate multi-source data (CSV, XML, Postgres) into Snowflake, processing 100K+ transactional records.
- Developed financial variance metric (invoiced vs. quoted) to identify discrepancies between purchase orders and supplier invoices.
- Implemented data validation and schema controls to ensure cross-source data consistency and integrity.
- Created aggregated and materialized views to support BI reporting and exploratory analysis, integrating external weather data for enhanced supplier risk insights.

Customer Behavior Analyst, UCSD MSBA Project
- Built predictive models (Logistic Regression, Tree-based) to identify high-probability customer upgrades and improve targeting precision.
- Translated model outputs into actionable segmentation strategies to optimize marketing outreach performance.

Data Analyst, Housing & Rental Market Dashboard
- Performed EDA on Zillow housing and rental datasets using Python to identify pricing trends and market patterns.
- Built Tableau dashboards to visualize key indicators and communicate actionable insights.

SKILLS

- **Technical Skills:** Python (Pandas, NumPy), SQL (Joins, Aggregations, Window Functions), R, HTML, CSS
- **Data & Analytics Tools**: Snowflake, Tableau, Excel (Pivot Tables, VLOOKUP), Microsoft Access
- **Analytics & Methods:** Exploratory Data Analysis (EDA), Data Modeling, ETL Pipelines, Predictive Modeling, Statistical Analysis, A/B Testing, Data Validation, Dashboard Development, Business Analysis