

# LELE LIAO

San Diego, CA

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## EDUCATION

**Master of Science in Business Analytics**, Rady School of Management 12/2026

University of California, San Diego

Coursework: Web Mining, Recommender Systems, Machine Learning, NLP

**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

- Built and maintained **Excel-based dashboards** to analyze daily revenue and customer traffic, identifying peak sales hours and improving staffing 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

**Customer Behavior Analyst**, University of California, San Diego 01/2026 - 03/2026

- Translated business objectives (profit maximization and cost control) into data-driven customer targeting rules for a large-scale marketing campaign.
- Built and evaluated **predictive models** (classification) to analyze customer upgrade behavior. Converted model predictions into deployment-ready mailing decisions, delivering an actionable customer list for wave-2 outreach.

**Data Analyst**, [Housing & Rental Market Dashboard](#) 11/2025 - 12/2025

- Analyzed Zillow housing and rental market data using **Python**, performing data cleaning, restructuring, and data type validation. Conducted **exploratory data analysis (EDA)** to identify trends and patterns in housing and rental prices.
- Developed interactive Tableau dashboards to visualize key metrics and support data-driven insights.
- Communicated findings through data visualization and storytelling to support decision-making.

**SQL/ETL Engineer**, University of California, San Diego 08/2025 - 09/2025

- Built and optimized **ETL pipelines** in Snowflake using **SQL** and **Python** to process 100K+ transactional records, improving data availability and data accuracy for analytics. Supporting analytical reporting and dashboards.

**User Experience Engineer (Analytics)**, GYM With Friends 08/2024 - 12/2024

- Designed and implemented a user feedback analytics pipeline supporting data collection, validation, and reporting.
- Analyzed user feedback data to generate actionable insights for product improvement.
- Developed dashboard-style reports using **HTML** to visualize key metrics for internal decision-making.

**Financial Analyst**, Federal Taxation 01/2024 - 05/2024

- Prepared and validated federal tax filings for a complex family case, cleaning and organizing financial data across multiple IRS forms (W-2, 1099, Schedule A/D/E, Form 8949).
- Built **Excel-based reconciliation models** to cross-check income, deductions, and capital gains, improving data accuracy and reporting consistency.

## SKILLS

- Technical & Tools Skills:** Python (Pandas, NumPy, Matplotlib, Seaborn), SQL (Joins, Subqueries), R, HTML, CSS
- Data & Analytics Tools:** Excel (Pivot Tables, VLOOKUP), Tableau, Snowflake, Microsoft Access
- Skills:** Data Cleaning & Preprocessing, Predictive Modeling, Business Analysis, Data Storytelling