

LINJINGYI (JENNY) LI

San Diego, California

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EDUCATION

Master of Science in Business Analytics, Rady School of Management

Expected 12/2025

University of California, San Diego, CA

- Relevant Courses: SQL and ETL, Operation, Web Mining, Customer Analytics, Scalable Analysis

Bachelor of Science, Joint Major Mathematics and Economics

06/2024

University of California, San Diego, San Diego, CA

GPA: 3.96/ 4.0

EXPERIENCE

Research Assistant, UCSD Economics Department, San Diego, CA

12/2023 – 08/2024

- Optimized regression analysis by designing and executing weekly experiments using Stata, enhancing predictive accuracy for key metrics by 15%
- Synthesized insights from literature reviews and policy research projects to explore correlations between birth rates and weather conditions in Africa, informing strategic decisions and policy recommendations
- Streamlined data collection and cleaning processes using R and SQL, reducing data processing time by 30% and improving data quality for analysis

Marketing Research Intern, Soochow Futures, Beijing, China

07/2023 - 09/2023

- Researched and organized data for 4 corporate datasets, each comprising 80+ firms, utilizing online resources
- Identified and connected with 50+ potential clients, leading to the successful closure of 2 deals
- Published and crafted an informative promotional article online that garnered 800+ reads

PROJECTS

Hybrid AI for Restaurant Rating Prediction, CSE258, UCSD

08/2024 - Present

- Developed a hybrid recommendation model combining SVD and TF-IDF with Ridge Regression using Google Local dataset to forecast user ratings for restaurants, reducing MSE from 0.9571 to 0.5290
- Processed 1.4M+ Google Local reviews, integrating collaborative filtering with text-based feature extraction for improved accuracy
- Applied Python (Pandas, Scikit-learn, Surprise), NLP (TF-IDF, Word2Vec) to enhance predictive performance
- Addressed cold-start issues by incorporating textual insights with latent factor models

SQL and ETL Project, MGTA464, Rady School of Management

08/2024 - Present

- Collaborated in a team of 4 on developing an automated ETL pipeline using Python and Snowflake, integrating data from CSV, XML, PostgreSQL, and Snowflake Marketplace for purchase orders, invoices analysis
- Streamlined data workflows with Snowflake SQL transformations and materialized views, boosting performance and scalability for large datasets
- Joined and analyzed multiple datasets, identifying correlations between weather and purchase order discrepancies using SQL and Python

SPECIALIZED SKILLS

- **Languages/Coding:** Python, SQL, R, MATLAB, Stata, Pyspark
- **Tools:** Microsoft, Excel, Adobe Photoshop
- **Spoken Languages:** Mandarin (Native), English (fluent), French (Conversational)

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- Member: Rady Consulting Club

08/2024 - Present

- Volunteer: Associated Student Concerts & Events, UCSD

09/2022 - 11/2022