RAYMOND LI, MBA

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areas of expertise

Data & Product Analytics | Experimentation (A/B Testing, Causal Inference) | Predictive Modeling & Feature Engineering | Data Visualization (Tableau, Power BI) | SQL (Snowflake, MSSQL, PostgreSQL) | Python (pandas, scikit-learn, Streamlit) | ETL & Data Pipelines | Big Data (Spark, Hadoop) | AWS (SageMaker, Glue) | Stakeholder Engagement | Cross-Functional Collaboration

experience

2023 - Present **RBC** **TORONTO, ON**

Lead Analyst, Data & Insights (2024 - Present)

- Modernizing analytics infrastructure to enable self-serve reporting and reduce reliance on technology teams.
- Increased SLA compliance by over 20% through automating manual processes, tracking KPI metrics (operational efficiency, data accuracy, reported issues), and eliminating time-consuming workarounds.
- Designed and analyzed controlled experiments (A/B tests) using statistical methods to evaluate the impact of workflow changes on user efficiency and engagement.
- Designed Tableau dashboards analyzing 100M+ data points, boosting data usage and decision-making efficiency by 15% by delivering user-friendly visualizations for non-technical stakeholders.
- Redesigned internal reporting tools in partnership with senior stakeholders, enhancing user experience and improving data transparency and traceability across enterprise analytics workflows.
- Implemented a RAG-powered GPT-4 chatbot indexing 500+ pages of technical documentation, enabling natural language queries that reduced manual support requests by 80% and improved response accuracy.
- Automated reconciliation workflows via SQL and Python data pipelines (pandas, Streamlit, SQLAlchemy), reducing analysis time by 80%+.

Senior Data Analyst (2023 - 2024)

- Developed dashboards for anomaly detection and KPI monitoring, maximizing system uptime by proactively flagging trade data discrepancies before regulatory submission.
- Led migration of 100+ tables and 50+ Tableau reports to Snowflake, ensuring data consistency and minimal downtime via extensive pre-migration testing and user training.
- Partnered with cross-functional teams to prioritize roadmap using product analytics and stakeholder feedback.
- Served as lead analyst for acquisition onboarding, aligning data lake ingestion with product expansion strategy.
- Gathered requirements and utilized SQL to reconcile 50M+ records for quarter-end analytics, enabling senior management to prioritize system enhancements based on data-driven insights.

2022 **BMO** **TORONTO, ON**

Business Systems Analyst II

- Integrated analytics platforms with acquired systems, mapping stakeholder needs to backend data models.
- Increased financial reporting accuracy by over 20% through automated Python reconciliation tools.
- Partnered with product teams to design user-centric dashboards and Excel-based solutions, enhancing usability for non-technical staff and enabling more efficient data analysis.

2020 - 2022 **CIBC** **TORONTO, ON**

Consultant, Business Systems Analysis

- Automated daily reconciliation tasks with SQL and Python, reducing manual processing time by 87%.
- Used SQL to reconcile 50M+ records supporting executive prioritization and product roadmap planning.
- Built scalable anomaly detection systems within data lake, mitigating upcoming financial and compliance risks.

education

2025 **BOSTON UNIVERSITY** **BOSTON, MA**

Master of Science (MS) in Applied Data Analytics | GPA: 4.0

2024 **UNIVERSITY OF TORONTO** **TORONTO, ON**

Master of Business Administration (MBA) in Data Analytics and Modeling | GPA: 3.7

2020 **UNIVERSITY OF WATERLOO** **WATERLOO, ON**

Bachelor of Mathematics with Business Specialization

certifications

In Progress: CBAP (Certified Business Analysis Professional) | PMP | CISA
Completed: CSPO (Certified Scrum Product Owner) | CFA Level 1 | Lean Six Sigma Green Belt

projects

2025 **2025 | Machine Learning Project – Merchant Conversion Prediction**

- Built supervised machine learning models (Random Forest, SVM) using Python (pandas, scikit-learn) to predict merchant conversion likelihood and forecast revenue.
- Performed feature engineering and evaluated models via train-test split and cross-validation.
- Identified key revenue-driving factors via feature importance; designed to simulate real-world growth analysis.