

# Siqi Liu

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## EDUCATION

### The Pennsylvania State University, College of Information and Technology

08/2023 – 05/2025

Master of Science (MS) in Informatics

Additional Coursework in Data Analytics, Data visualization, Applied Statistics, Data Mining, Human-Computer Interaction

### Sichuan Fine Arts Institute, Public Art Institute

09/2015 – 06/2019

Bachelor of Art (BA) in Public Art

Received The National Encouragement Scholarship

## PROJECTS WORK EXPERIENCE

### Treatment Record Dashboard Role: Data Analyst

01/2023

- Created a dashboard with Power BI to help patients compare different feedback at different stages
- Transformed and processed their data by using DAX and Excel to ensure data completeness and validity
- Provided technical insights on how the patients can fully utilize their data by introducing different technologies
- Consulted with the hospital to determine the best metrics to be displayed on the final product

### Data Visualization on Product Complaint Role: Data Visual Designer

10/2022

- Utilized Python to analyze more than 7000 comments and gain insights on what it takes to improve it
- Performed data cleaning and text analysis to successfully identify the major complaints for our product
- Aggregated and visualized the data by using pandas, matplotlib, and wordcloud to compile a report

### Livestream Sale Analysis Role: Data Analyst

05/2021

- Utilized SQL to extract data from 8 different customer sales database tables using JOIN and VIEW
- Transformed and filtered data by using aggregating and filtering functions to improve the reporting process
- Loaded and visualized data with Python to identify key business intelligence that improved sales performance
- Built a Machine Learning (ML) model using Azure to predict order Cancellations and discovered that people who ordered products valued more than \$16 were more likely to cancel

## WORK EXPERIENCE

### Marketing Analyst & Interaction Designer – Buffalo Intelligent Rehabilitation; Chengdu (CN)

09/2021 – 05/2023

- Collaborated with 3 software engineers and 1 project manager to improve the performance of the Intelligent tracking rehabilitation platform for Wuhan TCM hospital – generated \$70,000 in revenue by the end of 2021
- Developed visually impactful dashboards in Excel and Tableau to identify key metrics and transform raw data into meaningful, actionable information for the software engineers
- Delivered an interactive, real-time Management Information System (MIS) report in Excel to highlight key trends and metrics for products – to support senior management to assess the market feedback and help them make faster decision-making
- Designed research tools such as questionnaires, focus groups, and interview schedules to collect information on the market field

### Market Analysis Assistant – Shangpin Expert Culture Communication; Chengdu (CN)

02/2020 – 08/2021

- Applied expertise in data analysis and visualization to understand how our users interact with our online sales platform – to demonstrate user preference
- Built reports, dashboards, and metrics to monitor the performance of each livestream
- Collected and cleaned data in Excel, and prepared a weekly summary for my direct supervisor
- Implemented a new reporting system using Excel Pivot tables and VBA which helped to reduce processing time by 50%

## SKILLS

### Professional Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Tableau and Power BI
- HTML
- MATLAB
- R
- Python (Pandas, NumPy, Matplotlib)
- Excel (XLookup, Conditional Formatting, Pivot Tables)
- Microsoft Azure (DataBricks, Azure Data Lake, Azure Data Warehouse)