XINRAN LI

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EDUCATION

Boston University — Sep 2024 – Jan 2026
Master of Applied Business Analytics | GPA: 3.78
- Coursework: Business Analytics, Operations Management, Marketing Analytics, Enterprise Risk Analytics

Beijing Normal University - Hong Kong Baptist University United International College — Sep 2020 – Jun 2024
Bachelor of Science in Applied Economics | GPA:3.20
- Coursework: Calculus, Mathematical Economics, Microeconomics, Macroeconomics, Marketing Management
- Exchange Experience: Haas School of Business, University of California Berkeley (Jul 2023 – Aug 2023)

PROFESSIONAL EXPERIENCE

LVMH | *Retail intern for KENZO* — Fer 2024 – Aug 2024
- Assisted in holding 5 "Customer experience training" and "Retail Forum", responsible for training content preparation and venue preparation, docking with suppliers, presenting training results through Excel and Power BI after the meeting, sorting and archiving, the number of participants in each training session reached 80
- Regularly report cleaning expenses, material use, store display, daily returns and refunds of 40 stores nationwide; Collect store material requirements regularly and communicate with suppliers for delivery; Check and organize warehouse memory with Tableau, standardize store consumption; Maintain efficient communication with stores on an ongoing basis
- Analysed the staff performance of national stores with R Studio and data algorithm, and assisted in setting sales targets for regular price stores and outlet stores in different cities
- Held a brand matching contest for 40 stores nationwide, determined the theme and schedule of the contest, designed posters and rules, counted the results and distributed prizes

Wanlian Securities | *Business Analyst Intern* — Dec 2022 – Jan 2023
- Conducted 15 quantitative and qualitative diagnostics analyzing business operations workflows, identifying 3 key obstacles constraining productivity growth by 10% and revenue growth by 8%
- Designed 5 fund management models and 3 interactive performance dashboards, enabling customizable insights into portfolio benchmarking, risk analysis, and return optimization, improving investment decision-making by 20%
- Identified trends and patterns in 6 months of customer behavior data using Excel and Python to inform 3 targeted cross-selling campaigns, improving sales funnel conversion by 15%

Zhonggeng Fund Management | *Business Operations Assistant* — Jul 2022 – Aug 2022
- Conducted data cleaning to impute missing values, remove outliers, and standardize variables
- Documented 8 meeting minutes with executive teams and external partners summarizing 75 key discussion points and highlighting 12 client pain points for service improvement
- Analyzed and compared the underlying mechanisms behind 5 investment models, identifying 3 primary commonalities and 7 key differences to inform model selection
- Constructed a discounted cash flow model with 10 variables highlighting the top 5 determinants driving return and risks, provided 8 tailored portfolio construction and rebalancing strategies for 10% risk reduction

EXTRACURRICULAR ACTIVITIES

Beijing Normal University - Hong Kong Baptist University United International College — Sep 2021 – Jun 2023
Student Union President & Event Planning Team Leader & Financial Planning Head
- Organize and chair student organization representative meetings with 120 participants, voting on all activity plans and financial budgets to ensure the efficient operation of the student organization
- Collect student feedback on school policies and ensure student rights and effective governance through meetings with school administration
- Planning general election campaign for 30 student organizations

AAEC — Sep 2021 – Jan 2022
Marketing Operation and Maintenance Team Leader
- Planned a business competition with the theme of carbon neutrality, recruited 30 interns, took charge of the work arrangement of internal members and work handover between departments, and integrated work reports every month
- Promote the Carbon Economy Business Simulation Challenge to universities across the country through public account, Weibo, Rednote and other media platforms and monitor the exposure rate in real time. 180 people participated in the preliminary round
- Responsible for coordinating the relevant work of venue borrowing, docking suppliers, making arrangements for business competition and winning 20,000 yuan of commercial sponsorship, assisting in capital chain management

SKILLS

- **Programming & Tools**: MS Office, R studio, SPSS, SQL, Stata
- **Analytics Skills**: Database System (MySOL, Spark, MapReduce), AB Testing, Google Analytics, ETL
- **Visualization**: Power BI, Tableau, Google Sheets, Excel (Power Pivot, Power Query), Matplotlib
- **Languages**: Mandarin (Native), English