

Xiumei Xue

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SUMMARY

- 2 years' data-driven experience across the automotive and Internet industries, dedicated to developing scalable solutions that provide valuable insights and impactful products.
- Proficient in programming skills like *Python*, *R*, *SQL*, and *JavaScript*, experienced in deep learning frameworks like *PyTorch*, with solid data analysis, modelling and visualization skills.
- Hands-on experience in chatbot development, dialogue systems, transformer-based models (BERT, GPT), and fine-tuning large language models for domain-specific tasks.
- Skilled in end-to-end data product development, including proposal design, data analysis, prototype visualization and ETL workflows.
- Accredited Project Management Professional (PMP) by Project Management Institute (PMI).

EDUCATION

University of Gothenburg, Gothenburg, Sweden Aug. 2023~Present

Master of Arts, Language Technology (expected 2025.06)

Main courses: Computational linguistics, NLP, Dialogue systems[\[project\]](#), Machine learning

Renmin University of China, Beijing, China Sep. 2015~Jun. 2019

Bachelor of Science, Statistics

Awards & Prizes: Outstanding Individual of Student Association, Highest Prize in 19th Inter-school

Entrepreneurship Competition, Meritorious Winner in MCM/ICM of 2018

WORK EXPERIENCE

BILIBILI Technology CO., LTD., Shanghai, China

Senior Data Analyst Jun. 2021~Dec. 2021

Subordinate to the OGV Content Group, Business Analysis Department.

- Primarily used SQL and internal BI tools to construct a digital analysis system for PGC (Professionally Generated Content), alongside UGC (User Generated Content), enabling clear visualization of user conversion pathways, supporting user acquisition strategies, and driving increases in conversion rates.
- Produced multi-dimensional analysis reports for individual IPs or categories, providing actionable insights to refine promotional strategies and enhance content quality.
- Standardized data metrics and improved data literacy among colleagues, enhancing consistency and accuracy in cross-departmental data analysis.

WM MOTOR CO., LTD., Shanghai, China

Data Analyst Jul. 2019~Jan. 2021

One of core members of Data Driven Center, which utilizes massive in-house data source and publicly available data source to provide solutions for several departments.

- Built up a benchmark-based market volume prediction model for several new energy vehicle brands, by integrating in-house data and city level development and consumption data, to evaluate city-level development potential, monitor dealer network and guide terminal marketing.
- Large Customer portrait and group classification: extracted the multi-dimensional characteristics of large customers and classified the large customers through statistical modeling (RFMS) — the difference between classes is obvious, the explanatory ability is strong, and the business application effect is good.
- Developed a [one-stop data visualization product](#) for more than 300 cities in China: a city ranking system with real-time, accurate and efficient city-level index displays.