

Xiumei Xue

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SUMMARY

- **3+ years of data science experience** across automotive, finance and internet industries, specializing in transforming complex datasets into actionable customer insights.
- **Advanced ML Skills:** Proven track record in *regression, time-series forecasting, neural networks*, and feature engineering, with hands-on experience in *PyTorch* and fine-tuning transformer-based models.
- **Full-stack Data Proficiencies:** Expert in *Python, SQL, Power BI*, and cloud-based ETL pipelines, combining analytical rigor with impactful data storytelling for cross-functional teams.
- **PMP-certified** product owner, combining business acumen with advanced analytics to drive measurable outcomes across marketing, product, and operations teams.

EDUCATION

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

Master of Arts, Language Technology (expected Jun. 2025)

Main courses: Computational Semantics, Dialogue Systems[\[project\]](#), Machine Learning, Artificial Intelligence and Cognitive Systems

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

Affiliate of the OGV Content Group, Business Analysis Department.

- Developed an operational analytics dashboard for PGC (Professionally Generated Content), enabling real-time tracking of 20+ KPIs (e.g., views, multi-stage conversion rates, performance by population).
- Produced 10+ 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 across teams, enhancing consistency and accuracy in cross-departmental data analysis.

WM MOTOR CO., LTD., Shanghai, China

Data Analyst Jul. 2019~Jan. 2021

Core member 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 insurance data, dealer network data, urban development indicators 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.