

Ying Li

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EDUCATION

Master of Science in Business Analytics (STEM)

May 2022

Boston University's Questrom School of Business; Boston, MA

- Honor student; Volunteer in Business Insights through Text (The BIT LAB)

Bachelor of Science in Material Science and Engineering

May 2020

Pennsylvania State University; University Park, PA

- Minor in Polymer Science; Business certificate; Dean's List

RELEVANT EXPERIENCE

Business Analyst

August 2022 - Present

Equinix; Remote - US

- Oversaw and upgraded the operation of the in-house application (200-300 users) by combining traditional business methodology with data analysis methodology such as web scraping, data mapping with python and provided actionable suggestions for development team
- Accelerated the process of application version upgrade by setting up agile implementation with Jira, drawing up preliminary solution and standardizing the test process
- Boosted the efficiency of the overall team by communicating and coordinating between other teams, collecting essential information and pushing the implementation of plan

Data Analyst Intern

March 2021 - August 2021

App Annie; Beijing, China

- Improved the accuracy of daily and weekly reports to 98% by detecting and resolving 150+ abnormal apps' metrics in DPI system
- Examined and tracked abnormal user log in OLAP system with SQL and Tableau to analyze and fix the underlying problems that are responsible for the abnormality in apps' metrics
- Took initiative to be the screen master of daily meeting and promoted the efficiency of the team by monitoring Jira and holding introductory meetings for new interns

RELATED PROJECTS

U.S. Voter Participation Analysis

March 2021 - May 2022

Boston University's Questrom School of Business; Boston, MA

- Focused on Hawaii's 800,000 entries of voting data with Pyspark in Google Cloud Platform (GCP) to examine the effect of race and socioeconomic status on the voting activity
- Visualized 360,000 independent voters' locations in Hawaii with Kepler.gl tool to check the voter distribution by ethnic group
- Employed tuned machine learning model (XGboost, random forest) to forecast the active voting status for each individual and provide insights to improve the racial disparity

Business Experimentation and Casual Methods (A/B Test) Project

November 2021 - December 2021

Boston University's Questrom School of Business; Boston, MA

- Designed and conducted the experiment with 90+ participants to measure the effect of eating dark chocolate on memory performance with A/B Test principle implemented
- Analyzed the experiment results with R by conducting hypothesis tests with varying control variables (such as device type, distracting factors) and assessing the power, the internal validity, and the external validity of the methodology

RELEVANT SKILLS

Technical Skills: Microsoft Office Suite; Python (Advanced); SQL (Advanced); Tableau (intermediate); R(Intermediate); Shell (Beginner); Data Structure and Algorithm (Beginner)

Related Coursework: Business Analytics Toolbox (GCP); Describing, Analyzing and Using Data; Marketing Analytics (Google Analytics); Business Experimentation and Causal Methods (Hypothesis test, A/B test); Supervised and Unsupervised Machine Learning (Regression, Tree-based model, NLP); Big Data Analytics (Hadoop, PySpark); Neural Network (Keras, Tensorflow); Effective Writing; Management Communication