

# Jinsheng ( Zed ) Li

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## SKILLS

**Technical Skills:** Python, R, MySQL, Oracle, Excel, Tableau, Power BI, HTML, CSS, JavaScript  
**Tools and Frameworks:** GitHub, Pandas, Numpy, Matplotlib, Scipy  
**Languages:** English (Fluent), Mandarin (Native), French (Intermediate)

## EDUCATION

**UBC Sauder School of Business** Sep 2025 - Aug 2026  
Master of Business Analytics Vancouver, BC  
• Key Courses: Business Analytics Programming, Data Management for Business Analytics, Machine Learning, Data Visualization;

**University of Nottingham** Sep 2020 - Jul 2024  
Bachelor of Science Honors in International Business Management, GPA: 3.6/4.0 Nottingham, UK  
• *Dream Scholarship, Loctek Scholarship*  
• *NEOMA Business School Overseas Exchange, GPA:3.7/4.0*

## WORK EXPERIENCE

**Qualitative Coder** Sep 2025 - Present  
Fathom AI Vancouver, Canada  
• Set up a database for analysis by selecting key words from raw data as primary identifiers, and used AI models to automatically group and label the data, creating a solid foundation for later automated analysis (**Database Setup**)  
• Optimised data structure accuracy, reducing FN/FP error by 30%/25% respectively and lifting overall accuracy to 95% (**Data Reviewing**)

**Canada & USA Territory Manager, Sales Department** Aug 2024 - Jun 2025  
ICOOL HVAC Company United States & China  
• Led client development across Canada and the U.S Southeast, acquiring an average of 2 new clients monthly via cold calls, industry trade shows and store visits (**Business Development**)  
• Standardised support workflows, set clear response-time targets, and used CRM for closure—keeping 30+ daily inquiries on time and high quality and consistently supporting USD 1.2M/month in sales (**Working Task**)  
• Increased retention and satisfaction via frequent in-store/on-site visits and value reviews; safeguarded existing accounts while converting 30+ clients into long-term partnerships, achieving USD 1.5M in sales during the international business trips (**Business Travel Experience**)

## PROJECT EXPERIENCE

**Analysis of Real Estate Industry Business** Sep 2025 - Oct 2025  
Research Team Leader Vancouver, Canada  
• Led a team to conduct exploratory analysis on local Canadian real estate data, processing approximately 50,000 property listings and transaction records with a focus on key variables such as price range, location, and property type (**Data Scraping**)  
• Used Pandas and NumPy for missing-value handling, outlier detection, and combined NLTK with scikit-learn to extract key information from listing descriptions and market reports, building a high-quality feature set for modelling and strategy analysis (**Data Processing**)  
• Visualised keywords and patterns with Matplotlib and WordCloud to surface regional trends and support the team’s market insight report and presentations (**Data Visualisation**)

**Analysis of Customer Cancellation Rate in Hospitality Industry** Sep 2023 - Dec 2023  
Research Team Leader Reims, France  
• Analysed approximately 20,000 hotel booking and customer records using MySQL, performing data cleaning (missing-value handling, outlier and variable filtering) and reducing noisy or invalid records by 20%, improving data integrity for downstream analysis (**Database Cleaning**)  
• Developed a Tableau dashboard to present cancellation trends across time periods, channels and customer segments, supporting the team’s final report and presentations (**Tableau Visualisation**)