

# 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**)