BRIAN CHI YAN LI

Detail-oriented professional skilled in statistical programming and machine learning, proficient in SQL, R, and Python. Strong problem-solving abilities to support analytics, process automation, and business enhancements.

EDUCATION

05/2019 | 08/2017

Master of Science in Statistics (GPA: 3.9)

North Carolina State University — Raleigh, NC

05/2014 | 08/2012

Master of Science in Engineering Management CO-OP (GPA: 3.5)

Purdue University — West Lafayette, IN

05/2012 | 08/2007

Bachelor of Science in Chemical Engineering (GPA: 3.6)

Purdue University — West Lafayette, IN

- Minor in Mathematics and Economics

WORKING EXPERIENCES

Current | 01/2023

Data Scientist

Levi's — Orlando, FL (Remote)

- Apply Gradient Boosting algorithms with lag features to forecast shipping demand and sizing distribution for inventory planning and product recommendation
- Monitor prediction accuracy by WMAPE and keep model updated by retraining/ hyperparameter tuning with Optuna
- Maintain data pipelines and build test cases to alarm product assortment changes
- Migrate Europe forecast from AWS SageMaker to GCP Vertex Instances and refactor code to reduce ~15% runtime
- Research ways of model splitting and apply prophet time series on a subset of products to reduce WMAPE by ~12%
- Build an analytical chatbot using LLM to enable business planners self inquiry without writing SQL during a google x Levi's GenAI Hackathon
- Adopt Agile philosophy and share findings through confluence documentation

01/2023 | 08/2021

Principal Data Scientist

Verizon — Lake Mary, FL

- Applied ML models including Logistic Regression, Generalized Linear Models with Regularization (Lasso/ Ridge), Random Forests, XGB Tree to develop optimized credit strategy for wireless consumer to promote customer growth and reduce default rate
- Leveraged random forest model and Cox proportional hazard model to build churn forecasting to provide key inputs for profit/loss financial report
- Built a Qlik dashboard visualization with REST API to automatically update churn forecast trending vs budget for client, eliminating manual update work
- Performed 5G Home credit modeling and optimization to determine deposit schemes that encourage market share growth while accounting for voluntary churn
- Translated R code of Loan Loss Forecasting to Python and migrate from Unix to GCP
- Cross trained other team members on fraud scorecut modeling/deployment with new EFX Fraud Superscore and Neustar score
- Acted as subject matter expert on probability scoring for accuracy monitoring, and Oxford Economics macroeconomic correlation analysis for SOX compliance

CONTACT

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github.com/ziyong68

PROGRAMMING SKILLS

- R
- SQL
- Python
- SAS
- JavaScript
- Bash

OTHER SKILLS

Tools: Teradata, Hadoop, Spark, Docker, Airflow, GCP Vertex, AWS SageMaker

Reporting Systems: Qlik, SAP Business objects, Eclipse BIRT, Jira, Confluence

Languages: English, Mandarin, Cantonese

CERTIFICATIONS

Lean and Six Sigma Green Belt Certificate, Purdue University

Managing Big Data with MySQL, Duke University

Python Programming Certification, University of Michigan

FCRA Data User Certification program through CDIA

Made w/ R pagedown.
Source code: github.com/ziyong68/data-driven-resume.
Last updated on 2024-03-28.

08/2021 | 01/2019

Data Scientist

Verizon — Lake Mary, FL

- Developed a credit tightening policy for Iphone prelaunch to reduce bad debt while ensuring activations from top customers
- Implemented Multi Adaptive Regression Spline (MARS) model to predict exposure at default for device payment plan loans with 6, 30, 36 month terms
- Optimized FraudIQ score threshold of red flag policies to stop identity frauds from entering credit check and prevent losses (est. with 700K - 1 million per month)
- Transformed Ignite credit bureau data assets using Impala SQL in Hadoop clusters and perform quality control & data deduplication on transactions and archives
- Initiated the use of R markdown (knitR) during CECL auditing to automatically generate dynamic documents that integrates model statistics, interpretation and validation plots with inline code
- Developed a new scorecut automation to generate credit policy adapting post NITP v2 score launch under both volume neutral and risk neutral scenarios
- Created new R functions for team library, such as Teradata mload API and aggregated empirical probability density/ cumulative distribution functions

01/2019 | 08/2014

Planning Analyst

Walt Disney Parks & Resorts — Lake Buena Vista, FL

- Project lead for strategic facilities planning of Disney Springs and ESPN Wide World of Sports ($15M annual)
- Develop BIRT user reports using SQL to query data and create custom functionalities with JavaScript under Eclipse IDE
- Perform data cleansing and migration from a project based (Maximo) to an equipment-based database application (Tririga)
- Initiated projects to replace sport field light fixtures, with a total savings of 44% of the original energy consumption

08/2014 | 09/2013

Professional Intern

Walt Disney Parks & Resorts — Lake Buena Vista, FL

- Analyzed conditions of various property assets (e.g. roofing, light poles, HVAC systems) and predict the timing of next major maintenance or upgrade
- Collaborated with an architectural consulting firm to transform Disney roof survey results into quantifiable data, used for plotting roof material degradation curves
- Identified approximately 920 projectors/screens across locations and created an inventory with comprehensive specifications and warranty documentation

RESEARCH & PROJECTS

Current

R Shiny App for Forest Fire analysis

Github — https://brianli.shinyapps.io/Forest-Fire-Investigation/

05/2012 | 01/2012

Study of Biomass Torrefaction

Purdue University — West Lafayette, IN

- Applied linear regression to determine the kinetic order of Fatty Acid Methyl Ester (FAME) production and optimize yield

05/2012 | 01/2012

AICHE Chem-E-Car Design

Purdue University — West Lafayette, IN

- Drove a Lego built pneumatic engine with CO2 released in an acid-base reaction under controllable conditions. The team was awarded a second place (2/10) recognition in the regional competition held in the University of Akron