Jack Li

Data Analyst
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Skills

Data Science: Regression, Time Series, A/B Testing, Clustering, Feature Engineering, Statistics, Machine Learning.
Data Management: SQL, noSQL, Snowflake, Excel, GCP, Azure, AWS, Spark.
Data Visualization: Tableau, PowerBI, Matplotlib, Seaborn, Plotly.
Python: Pandas, Numpy, Scikit, Scipy, Tensorflow, Pytorch.

Experience

Intermediate Data Analyst, BestBuy
(03/2026 – Present)

- **Optimized SQL queries** and **data models**, maintaining and modernizing critical reports.
- Conducted customer segment and delivery-feasibility analysis, **identifying 18%** of remote-area customers as newly serviceable based on carrier pricing models, **enabling expansion** into previously excluded regions.
- Delivered difference-in-difference analyses across 30+ stores to evaluate register placement to **increase mobile device activation revenue** during holiday periods.
- Delivered same-day delivery cost and speed simulation models using local carrier data, **identifying contract inefficiencies** and **informing negotiations**.

Data Developer Analyst, OneDataTree
(04/2025 – 03/2026)

- Built and maintained end-to-end data ingestion and dashboard automation pipeline using **Python, SQL, and Tableau**, **slashing** daily **reporting time commitment** by **75%** and cutting **report-generation errors by 10%**.
- Designed and optimized a **Hierarchical Classification Customer Segmentation** Machine Learning model to refine marketing targeting, **improving campaign precision and engagement**.
- Produced **Customer Lifetime Value Statistical** model in **Python** to identify high risk churn profiles, enabling targeted retention campaigns, **reducing churn rate by 7%.**
- Deployed an **Entity Flow Analysis** application tracking revenue, balance, and expenditure for **50+ customer entities.**

Reconciliation Data Analyst, OneDataTree
(01/2024 – 04/2025)

- Implemented cross-database validation report to maintain data accuracy and reliability between internal and client records with **SQL, Python, and Excel,** significantly **reducing discrepancies by 43%.**
- Designed and delivered weekly KPI dashboards, providing real-time visibility into revenue, churn, and product usage, enabling leadership to identify and act on emerging trends within 24 hours.

Data Scientist, Teck Resources
(08/2021 – 06/2022)

- Performed data cleaning, conveyed statistical inferences, and conducted exploratory analysis with **Python and SQL**, resulting in a **22% reduction in daily reporting time commitment**.
- Retrieved relevant features for classification using ElasticNet feature selection, **improving model precision and reducing overfitting,** leading to **16% increase in detection rate**.
- Predicted equipment lifecycle trends to inform replace vs. maintain decisions using regression models, **resulting in a 14% reduction** in maintenance costs and a **10% increase in equipment uptime**.

Education

Honors B.Sc. in Statistics & Computational Cognitive Science
(University of Toronto)
Developed practical knowledge in machine learning, regression models, predictive data techniques, classifiers, time series analysis, dimensionality reduction, data visualization, and extracting key insights from complex data sets. In-depth understanding of data structures and programming.