

Jinwei Li

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EDUCATION

University of Miami, Herbert Business School	Miami, FL
Master of Science in Business Analytics (MSBA) – STEM Credentialed	May 2025
• GPA: 3.95/4.0 Coursework: Programming for Data Analytics, Machine Learning	
University of Glasgow, Adam Smith Business School	Glasgow, United Kingdom
BSc Business Economics & Business & Management with Honors	June 2024
• Coursework: Introductory Mathematics for Economists, Introductory Statistics for Economists	

DATA SCIENCE & TECHNICAL SKILLS

SQL (CTEs, Window Functions, Subqueries, Indexing), **Python** (Pandas, NumPy, Scikit-learn, TensorFlow), **R** (dplyr, tidyr, ggplot2, shiny, caret), **Data Visualization** (Power BI, Tableau), **Machine Learning** (Supervised & Unsupervised Learning, Decision Trees, Random Forest, XGBoost, Clustering)

ACADEMIC PROJECTS

Time Series Forecasting & Power BI Analytics for Red Hospitality & Leisure

- Developed three interactive Power BI dashboards analyzing company performance from revenue, item, and trend perspectives to provide actionable business insights.
- Visualized customer traffic trends over time and detected seasonality patterns, utilizing the ARIMA time series model to forecast visitor volume for 2025, integrating results into Power BI dashboards.
- Identified top profitable services and used scatter plots to analyze seat occupancy and revenue per customer, categorizing products into traffic drivers and profit centers to support pricing strategies.

Data-Driven Google Ads Campaign Optimization

- Used real-time data to identify Google Ads target audiences and optimize messaging.
- Monitored ad performance and conversion metrics; calculated and compared ROI across different Google ad groups and strategies, enabling cost-effective optimization.

WORK & LEADERSHIP EXPERIENCE

IDX Exchange LLC	Remote
<i>Data Science Intern, Data Science</i>	July 2025 – Present
• Performed data cleaning, feature engineering, and EDA on real estate datasets using Python.	
• Built and compared machine learning models (Linear Regression, Random Forest, XGBoost) to predict home prices using CoreLogic's Trestle API data, achieving high R^2 and low MAPE.	
• Presented modeling strategies and insights to senior data scientists during weekly reviews; incorporated feedback to improve model accuracy and reproducibility.	
• Documented workflows and contributed to best practices for model reproducibility and API integration.	
PricewaterhouseCoopers Consulting Co.	Remote
<i>Part-Time Assistant, ESG Department</i>	May 2023 – July 2023
• Benchmarked ESG data for biomedical and property clients; findings improved ESG scores by 4%.	
• Synthesized multi-source ESG data and presented visuals for stakeholder clarity.	
• Supported MSCI rating improvement for Zhonghuan with materials aligned to ESG criteria.	

LANGUAGES & INTERESTS

Languages & Interests: Fluent in English and Mandarin; Volleyball, Fitness, Culinary arts and baking