

# Sigao Li

MSc Student  
University of Bristol Business School

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## 🎓 EDUCATION

### University of Bristol - Bristol, EN, UK

MSc - *Business Analytics*

Grades: *Distinction(Exp)*    2024.09 ~ 2025.08

- Courses: Optimisation & Algorithms; Modelling Analytics; Social Media and Web Analytics

### Toronto Metropolitan University - Toronto, ON, CA

MSA - *Spatial Analysis*

GPA: 3.92 / 4.33

2022.09 ~ 2023.10

- Courses: GIS Project Mgmt Applications; Applied Spatial Statistics; Spatial Tech in Strat Planning

### Ryerson University - Toronto, ON, CA

BA(Hons) - *Geographic Analysis | Minor(Economics)*

GPA: 3.14 / 4.33

2018.09 ~ 2022.06

- Courses: GIS and Decision Support; Spatial Databases; Location Analysis of Commercial Activity

## 👤 INTERNSHIP EXPERIENCE

### University of Bristol - Bristol, EN, UK

Research Assistant - *Transportation Big Data | Business School*

2024.12 ~ Present

- Using public GPS trajectories from Open Street Map to understand and predict regularity, diversity, and adaptability in human mobility patterns.

Research Assistant - *Natural Language Processing | Business School*

2024.07 ~ 2025.04

- Transforming CQC inspection reports into NLP features, applying Latent Dirichlet Allocation, Sentiment Analysis and Econometric Modelling to identify care home operational challenges.
- Collecting key references in operations management and social media analytics, carrying out literature reviews of potential research directions.

### Toronto Metropolitan University - Toronto, ON, CA

Research Assistant - *Cognitive Aging | Department of Psychology*

2024.04 ~ 2024.09

- Preprocessed questionnaire data for the "Active Aging Training" Project's focus group.
- Proofread the "Future Thinking" Project questionnaire and provided document translation.
- Coordinated the planning and conduct of the "Aging in Community" Symposium.

### PiinPoint - Kitchener, ON, CA

Geospatial Data Analyst | *Department of Real Estate*

2023.01 ~ 2023.04

- Implemented Clustering Algorithms for customer segmentation and built an urbanization index for market screening, optimizing the retail network by 15%.
- Integrated machine learning algorithms into GIS workflows and revamped enterprise database schema with Devbox, enhancing operational efficiency by 30%.

### Ryerson University - Toronto, ON, CA

Research Assistant - *Health Geography | Geography & Environmental Studies*

2022.09 ~ 2022.12

- Analyzed questionnaire data using Regression Analysis to examine the correlation between store accessibility, consumption frequency, and consumer health status.
- Modelled consumer trajectories with Network Analysis to determine the consumer's activity area and enhanced address accuracy by Geocoding with Google APIs.

Research Assistant - *GIS | Geography & Environmental Studies*

2022.07 ~ 2022.08

- Developed an ETL pipeline in Python to aggregate Toronto GTA election results and identify candidates' races to examine electoral diversity and inclusion.
- Conducted exploratory data analysis and created Excel pivot tables for data interpretation.

### iQIYI, Inc. - Shanghai, SH, CN

Business Analyst | *Advertising Sales Department*

2021.06 ~ 2021.08

- Conducted market research on "How to transform film and television entertainment intellectual property into offline business ventures", and "Emerging trends in large Brick-and-Mortar complexes".

- Devised data-driven site selection strategies that guided corporate transformation initiatives, and presented comprehensive demonstration reports to company executives.

#### **MioTech - Shanghai, SH, CN**

**Data Analyst** | *Business Department*

**2021.04 ~ 2021.06**

- Conducted ESG research by leveraging Excel and BI software for web scraping economic data from government and revenue agencies, reducing data collection time by 50%.
- Developed analytical dashboards using BI software to display key performance indicators effectively.

#### **Sohu.com Limited - Beijing, BJ, CN**

**Product Analyst** | *Operation Department*

**2021.02 ~ 2021.04**

- Collaborated with the development team on competitive research, performed diagnostic analysis of user behaviour, identified trends and patterns, and boosted user engagement and retention by 20%.

### PROJECTS

#### **Commercial Portal Development** | Python, NLTK, NetworkX

[Link](#)

- Designing a web-based portal that leverages LLM and IBM chatbot to perform MOST, SWOT, PESTLE and sentiment analysis on the company's annual report.

#### **Site Selection for Public Transportation Systems** | Python, NetworkX, PuLP

[Link](#)

- Developed a location selection model for electric vehicle charging stations using Complex Networks, Mixed-integer Linear Programming and Multiple-Criteria Decision-Making for trade area analysis.

#### **Health and Disease Prediction** | Python, SPSS, ArcGIS

[Link](#)

- Conducted spatial analysis using multivariate regression on neighbourhoods in Southern Ontario to evaluate the Modifiable Areal Unit Problem in health research.
- Identified geographic variations in predictors of diabetes prevalence, emphasizing the impact of spatial data aggregation on research accuracy.

### VOLUNTEERISM

#### **Chinese Students and Scholars Association Bristol - Bristol, EN, UK**

**Academic Assistant** | *Academic Department*

**2024.07 ~ Present**

- Collecting academic resources, writing WeChat articles on admission timelines, and helping students understand key milestones in the admission process.

#### **GISphere - Worldwide**

**Director** | *GISource Department*

**2024.04 ~ Present**

- Collaborating with a cross-functional team in the development and deployment of a custom LLM chatbot based on multiple AIGC platforms for information collection and technical support.
- Led a team of 4 using Agile methods to design an Azure-based ETL pipeline to scrape and load Google Sheet data into a MySQL database, reducing task time by 80%.
- Published over 50 blogs about GIS-related program applications with more than 50k reads.

**Campus Partner** | *GISpace Department*

**2022.05 ~ 2024.03**

- Promoted strategic cooperation with Esri China, and organized the "GIS Open Course Week for International Students" event, attracted more than 10k views.
- Co-produced "GISphere Study Abroad Guide - Big Data Report White Paper(2023)".

#### **GeoScene Information Technology Co. Ltd - Beijing, BJ, CN**

**Campus Ambassador** | *Marketing Department*

**2021.08 ~ 2022.08**

- Spearheaded international promotional campaigns, expanded to over 300 universities worldwide and attracted more than 10k students, achieving a 15% increase in promotional material downloads.

### TECHNICAL COMPETENCIES

**Data Analytics:** Python, R, SPSS, SQL, NoSQL, JavaScript, HTML, Databricks, Hadoop, AWS, Git

**Frameworks:** PyTorch, TensorFlow, scikit-learn, Statsmodels, NLTK, NetworkX, PuLP, Pyspark, GeoPandas

**Others:** Tableau, Power BI, Google Analytics, Qualtrics, Esri Suite, QGIS, AutoCAD, Microsoft Suite

**Certificates:** Artificial Intelligence(University of Toronto), Data Science(University of Waterloo), CPR/AED