Sigao Li

Business/Data Analyst

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EDUCATION

Sep 2025(Exp)	**Master of Science in Business Analytics**	*University of Bristol* - **Bristol, EN, UK**
Jun 2024	**Summer School in Economic Networks**	*University of Oxford* - **Oxford, EN, UK**
May 2024	**Certificate in Artificial Intelligence**	*University of Toronto* - **Toronto, ON, CA**
Dec 2023	**Certificate in Data Science**	*University of Waterloo & University of Toronto* - **Kitchener, ON, CA**
Oct 2023	**Master of Spatial Analysis in Spatial Analysis**	*Toronto Metropolitan University* - **Toronto, ON, CA**

- Major Research Paper: Analyzing Lowe's Failure in Canada from a Geographical Perspective

Jun 2022	**Bachelor of Arts(Honours) in Geographic Analysis**	*Ryerson University* - **Toronto, ON, CA**

- Individual Research Paper: The Impact of Population Distribution in the Toronto Census Metropolitan Area on Ethnic Retail Location

RESEARCH EXPERIENCE

Mar 2024 – Present	**Research Assistant**	*Cognitive Aging Lab & Toronto Metropolitan University* - **Toronto, ON, CA**

- Prepossessing survey data for the Active Aging Training Project's focus group, and developing Python automation scripts to speed up the research process.
- Proofreading the Future Thinking Project questionnaire and providing document translation.

Sep 2022 – Dec 2022	**Research Assistant**	*Ryerson University* - **Toronto, ON, CA**

- Analyzed survey data using exploratory spatial data analysis and regression analysis to examine the correlation between store accessibility, consumption frequency, and consumer health status.
- Enhanced business address accuracy by Geocoding with Google APIs, and modelled consumer trajectories with network analysis(origin-destination matrix model) using ArcGIS Pro.

Jul 2022 – Aug 2022	**Research Assistant**	*Ryerson University* - **Toronto, ON, CA**

- Engineered a Python automation tool for spatial ETL pipeline that aggregates Toronto GTA election results and identifies the race of candidates for use in examining electoral diversity and inclusion.
- Conducted exploratory spatial data analysis and created Excel pivot tables for data interpretation.

INTERNSHIP EXPERIENCE

Jan 2023 – Apr 2023	**Geospatial Data Analyst**	*PiinPoint* - **Kitchener, ON, CA**

- Build an urbanization index with QGIS and applied circular method for market screening, implemented clustering algorithms for customer segmentation, optimizing the retail network by 15%.
- Integrated machine learning algorithms into traditional GIS workflows and revamped enterprise database schema with Devbox, enhancing operational efficiency by 30%.

Jun 2021 – Aug 2021	**Business Analyst**	*iQIYI, Inc.* - **Shanghai, SH, CN**

- 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.

Apr 2021 – Jun 2021	**Data Analyst**	*MioTech* - **Shanghai, SH, CN**

- 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%.

Feb 2021 – Apr 2021	**Product Analyst**	*Sohu.com Limited* - **Beijing, BJ, CN**

- Performed diagnostic analysis of user behaviour, identified trends and patterns, and boosted user engagement and retention by 20%.
- Collaborated with the development team on competitive research, creating detailed reports that directly contributed to the development of new features.

PROJECTS

Jun 2024 – Jun 2024	**Site Selection for Public Transportation Systems**	**GitHub Link**
	• Converted road networks into complex network features, used location-allocation models, trade area analysis and multiple-criteria decision analysis to develop public transportation location models.	
Jan 2024 – Apr 2024	**Intelligent Agent for Portfolio Strategy Optimization**	**GitHub Link**
	• Designed a stock trading agent using transformer models for price prediction, genetic algorithms and modern portfolio theory to achieve strategy optimization that maximizes risk-adjusted returns.	
Sep 2023 – Dec 2023	**Real-Time Credit Card Fraud Detection**	**GitHub Link**
	• Integrated Apache Kafka and Pyspark for real-time data streaming and distributed data processing, and leveraged custom MLlib transformers and FNN models to detect fraud with an accuracy of 99%.	

VOLUNTEERISM

Jul 2024 – Present	**Academic Assistant**	*Chinese Students and Scholars Association Bristol* - **Bristol, EN,UK**
	• Collecting academic resources, organizing lectures and training on further studies planning.	
Apr 2024 – Present	**Director, GISource**	*GISphere* - **Worldwide**
	• Leading 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%.	
	• 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.	
	• Helping students interested in professional development and graduate programs access up-to-date information on global M.S./Ph.D. opportunities.	
	• Published over 40 blogs about GIS-related program applications with more than 50k reads.	
May 2022 – Mar 2024	**Campus Partner**	*GISphere* - **Worldwide**
	• 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)".	
Aug 2021 – Aug 2022	**Campus Ambassador**	*GeoScene Information Technology Co. Ltd* - **Beijing, BJ, CN**
	• Spearheaded international promotional campaigns, expanded to over 300 universities worldwide and attracted more than 10k students, achieving a 15% increase in promotional material downloads.	

HONOR & AWARDS

May 2024	**Think Big Postgraduate Scholarship(£6,500)**
Aug 2023	**Canadian Cartographic Association Mapping Competition**
	• President's Prize Winner(1st) at University Level
May 2023	**Graduate Development Award(C$700)**
Sep 2022	**Arts Grad Funding Spatial(C$5,000)**
Jun 2022	**Dean's List	Faculty of Arts(2021-2022)**
May 2021	**Global University Python Quantitative Simulation Investment Competition**
	• Individual Final: 6th; Group Semi-finals: 3rd
Aug 2020	**GLO-BUS Business Strategy Simulation**
	• Ranked into "Global Top 50 Performance Criteria"
Sep 2018	**Guaranteed and Renewable Scholarship(C$500)**

TECHNICAL COMPETENCIES

Data Analytics:	Python, R, JavaScript, HTML, CSS, SQL, NoSQL, Databricks, Hadoop, Azure, AWS, Git, Linux
Frameworks:	PyTorch, TensorFlow, Keras, scikit-learn, NLTK, Pyspark, GeoPandas, ArcPy, Matplotlib, Seaborn
Spatial Analysis:	ArcGIS, ArcMap, QGIS, MapInfo, PCI Geomatica, AutoCAD, Civil 3D, GeoDa, SPSS, Survey123
Others Tools:	Tableau, Power BI, Alteryx, Google Analytics, MS Office Suite, Adobe Suite, PTC Creo, SketchUp