

# Ka Lee Li

Data Analyst | Financial & Operational | Business Intelligence  
& Process Optimization

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## Professional Summary

Data Analyst specializing in financial, operational, and business intelligence reporting, focused on transforming complex datasets into actionable insights for budgeting, performance tracking, and workflow optimization. Experienced in building reporting systems, KPI dashboards, and automated data pipelines to improve decision-making, compliance tracking, and operational efficiency across organizations.

## Technical Skills

- **BI & Visualization:** Power BI (DAX, Power Query), Tableau, Looker Studio (dashboards, calculated fields, interactive reporting), Excel, Google Sheets (advanced formulas, Pivot Tables, VBA/Macros)
- **Programming:** Python (Pandas, NumPy, Matplotlib, spaCy, Hugging Face Transformers, web scraping), R (tidyverse, ggplot2), JavaScript (DOM, APIs, Apps Script)
- **Databases & CRM:** SQL (MySQL, BigQuery), MongoDB, Firebase, Salesforce (reporting, data extraction)
- **Data Integration & Automation:** ETL pipelines, REST APIs, Google Apps Script, Selenium, BeautifulSoup, data transformation
- **AI & NLP:** Sentiment analysis, emotion detection, keyword extraction, named entity recognition (NER), text classification
- **Analytics:** KPI analysis, Operational analytics, trend analysis, statistical analysis, clustering, classification, text mining
- **Tools & Methods:** Agile/Scrum, SDLC, process optimization, workflow design

## Professional Experience

*Data Analyst | Larissa Buerano Agency | NY (Hybrid), Oct 2025 – Present*

- Analyzed vendor costs and performance to improve budget efficiency and billing accuracy.
- Analyzed service, sales, and customer experience data to identify performance gaps and improve operational efficiency.
- Partnered with leadership to translate insights into workflow, staffing, and operational strategies.
- Built NLP pipeline using spaCy + Hugging Face to analyze Google Reviews via SerpAPI (sentiment, emotion, keywords).
- Designed SOPs, workflow tracking systems, and recurring reporting (daily, weekly, monthly) to improve accountability and decision-making.
- Standardized reporting systems and centralized data sources to improve scalability and data consistency.

*Data Research Analyst | Data Solution & Process Automation Engineer | Cooledtured Collection (Remote), Oct 2024 – Oct 2025*

- Built automated Instagram analytics reporting using Google Apps Script (top posts, hashtags, creator leaderboard), reducing manual reporting by ~70%.
- Performed media and engagement analysis using R to identify content performance trends and growth opportunities.
- Developed document ingestion pipelines using pdfplumber and folder extraction for large-scale PDF data processing.
- Applied spaCy NER to extract structured entities (names, emails, key fields) from unstructured documents.
- Built workflow and recruitment automation systems to improve operational efficiency, scalability, and data reliability.

*Cantonese, Chinese VRI Medical Interpreter | AMN Health Care Language Service Jan 2022 – Present | LanguageLine Jan 2020 – Jan 2022*

- Interpret complex medical terminology into clear, plain-language communication in real time for non-technical audiences.
- Maintained high accuracy in fast-paced, time-sensitive medical settings with critical information exchange.

*Customer Specialist & Data Entry | New Wave Nail Supply Manufacturer, Apr 2019 – Sept 2021*

- Processed high-volume order and inventory data in a warehouse setting, supporting logistics operations and sales reporting through accurate data entry and validation.
- Provided phone-based customer service, resolving order issues and inquiries while maintaining a strong customer experience.

**Projects** - <https://kalee914.github.io/>

- Marketing and Competitive Analysis
- Social Media Content performance analysis and audience behavior trends

- Data team optimization strategy (standardization and training improvements)
- Operational Workflow bottleneck analysis and process optimization
- Automated content ETL pipeline for data extraction and transformation
- Operational Forms Tracking System
- Recruitment workflow automation system design and optimization

### **Management Experience**

- Lead Preschool Teacher, Little Earth Shepherds Preschool, Jan 2015 – Jun 2018
- Third-Party Claim Analyst, TNS Collision Center, May 2010 – May 2012
- Salon Operations & Business Manager, Top Top Empress Beauty, Jan 2000 – Jul 2008

### **Soft Skills**

Analytical Thinking | Problem Solving | Collaboration | Active Listening | Collaboration & Communication | Creativity | Leadership | Time Management

### **Education**

Southern New Hampshire University, Bachelor of Science in Computer Science, Apr 2025

New Jersey Institute of Technology, Master of Business Administration (MBA), Expected to start Sept 2026

### **Certificates**

- Scrum Fundamentals Certified (SFC), Jan 2026
- Google UX Design Professional Certificate, Jan 2025
- Google Data Analytics Specialization, Oct 2024
- Six Sigma Green Belt, In Progress