

Ka Lee Li

Data Analyst | Operations & Business Intelligence | Process Optimization & Solutions Analyst

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Professional Summary

Data Analyst specializing in business intelligence and operations analytics, focused on transforming operational data into actionable insights that support leadership decision-making and day-to-day operational execution. Builds KPI frameworks, dashboards, and reporting systems that improve visibility into performance, support scheduling and resource planning, and drive process and workflow improvements. Experienced in identifying performance gaps and translating data into clear recommendations that enhance efficiency, coordination, and operational outcomes.

Technical Skills

- Spreadsheets: Excel, Google Sheets (advanced formulas, Pivot Tables, VBA/Macros)
- BI & Visualization: Power BI (DAX, Power Query), Tableau, Looker Studio. (Dashboards, calculated fields, interactive reporting)
- Programming: Python (Pandas, NumPy, Matplotlib, web scraping, basic NLP), R (tidyverse, ggplot2), JavaScript (DOM, APIs, Apps Script)
- Databases & CRM Platforms: Relational (SQL; MySQL, BigQuery), Non-Relational (MongoDB, Firebase), Salesforce (reporting, data extraction)
- Data Engineering: ETL, data pipelines, APIs, web scraping, data transformation
- Analytics: KPI analysis, trend 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

- Built and maintained operational dashboards and KPI tracking systems across performance, retention, and customer experience, reducing manual reporting effort by 95%
- Developed tracking frameworks to identify performance gaps, establishing a 29% repeat interaction baseline to drive process improvements
- Analyzed operational trends across service and sales performance, identifying drivers of inefficiency and improving responsiveness and overall customer experience
- Designed and implemented workflow and activity tracking systems to support team accountability, performance coaching, and time utilization analysis
- Created recurring reporting (daily, weekly, monthly) used by leadership for decision-making, staffing insights, and operational planning
- Partnered with leadership to translate data insights into process improvements, including service and sales workflows, follow-up protocols, and consistency initiatives
- Standardized reporting structures and centralized data systems, improving data accessibility, consistency, and scalability across the organization

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

- Designed and implemented automated data pipelines (ETL) for extraction, transformation, and loading of structured datasets, improving data accessibility and reducing manual processing effort by ~70%
- Developed structured analysis systems to support content and business decision-making through data-driven insights and trend identification
- Created and optimized process workflows for internal operations, improving consistency, efficiency, and data reliability across projects
- Built recruitment and operational automation modules to reduce manual coordination and improve workflow scalability
- Conducted data research and performance analysis across digital content and engagement datasets to identify trends and optimization opportunities

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

- Utilized advanced language access platforms to interpret complex medical information in real-time, supporting accurate communication and data documentation across telehealth systems.

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

- Managed high-volume customer data and order processing, applying data validation techniques to improve accuracy and support inventory and sales reporting systems.

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

- Competition Analysis: Conducted competitor research and provided actionable insights to enhance consumer engagement
- Social Media Content Analysis: Evaluated Instagram performance, uncovering audience interaction patterns to improve engagement
- Data Team Optimization Strategy: Standardized deliverables and implemented tailored training resources, improving team productivity and project consistency
- Bottleneck Analysis & Workflow Improvements: Streamlined content creation processes, reducing delays and increasing operational efficiency
- Automated Content ETL Pipeline: Built automated ETL processes for data extraction, transformation, and loading, improving accessibility for analysis
- Forms Tracker Project: Designed a centralized system to track form submissions and ensure accurate reporting
- Recruitment Flow Automation: Developed hybrid automation modules to optimize recruitment workflows while maintaining flexibility

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

Active Listening | Analytical Thinking | Problem Solving | 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 Sept 2026 Start

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