Jane Li

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EXPERIENCE

Senior Data Scientist, *Paramount Pictures, Los Angeles, CA*   *(Jan 2020 – Present)*

- Provide quantitative insights for decision making at all stages of **movie production** and **marketing**.
- Create ML dashboard to forecast theatre-level box-office performance based on **movie content**.
- Use real-time Google Search, social media, ticket presale and audience tracking data to guide **marketing campaigns**.
- **Forecast life-cycle** and decay rate of upcoming movies to inform theatrical distribution using Generalized Additive Mixed Models.
- Develop **recommender** that matches similar movies based on audience demographics, themes, genre and exit polling.
- Design KPIs, **data products** and **visualization tools** for movie performance evaluation, audience segmentation, and release scheduling.
- Coordinate with Google Ad team to test trailer effectiveness based on **brand lift** and **conversion.**

Data Scientist/Postdoc, *Natural History Museum, Los Angeles, CA*   *(Jan 2017 - Sep 2019)*

- Created interactive data tools to identify conservation target areas and inform wildlife management plans (**http://janeli.shinyapps.io/clustering_app**).
- Leveraged crowd-sourced wildlife occurrence data to develop a data-driven urban conservation framework. Published results in peer-reviewed scientific journals.
- Identified neighborhoods with high membership potential based on demographic and geographic data.

Data Science Fellowship, *Insight Data Science, Los Angeles, CA*   *(2019)*

- Developed *Savvy Seller*, a web app to predict the sale price of clothes based on images and brand names. Improved price prediction accuracy by 30%.
- Optimized a clothing similarity search algorithm using YOLO **object detection** and VGG16 **image classifier**.
- Built data pipelines, exploratory data analysis dashboard, and **ML** products using **AWS, Python, Flask,** and **ShinyR.**

SKILLS

Programming Language: Python, R, SQL
Statistics & Machine Learning: predictive models, statistical testing, geospatial analysis
Tools & Framework: AWS, Snowflake, BigQuery, Streamlit, ShinyR, PySpark, Tableau, GIS

EDUCATION

Ph.D., Environment and Society *(2016)* Utah State University
M.S., Bioregional Planning *(2012)* Utah State University