

Lacey Li

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PROFESSIONAL SUMMARY

Senior Data Analyst with 3+ years of experience delivering data-driven insights across transport and financial services. Strong technical background in Python, SQL, Power BI (DAX) and database design. Proven ability to build end-to-end data solutions, from ETL and data engineering to executive dashboards, supporting operational efficiency, compliance, and strategic decision-making.

SKILLS

- Programming: Python (Advanced)
- Databases: SQL, PostgreSQL
- Analytics Tools: Excel (Advanced formulas, macros)
- Data Visualization: Power BI (Advanced DAX, data modeling, automated refresh)
- Data Engineering: ETL/ELT pipelines, database design

WORK HISTORY

Ventura Bus Lines

Data & Analytics Stream

06/2024 – Present

Progressed through three roles within the Data & Performance function, reflecting expanded scope and ownership.

Senior Data Analyst

09/2025 – Now

- Automated and optimized data workflows using Python and SQL to improve reliability, scalability, and processing efficiency.
- Designed, delivered, and maintained executive-level Power BI dashboards, including automated refresh schedules and optimized data models.
- Designed and implemented a scalable end-to-end data platform from the ground up, ingesting raw CSV data into optimized database structures, building robust ETL pipelines, and integrating large-scale datasets (100M+ rows) to deliver high-performance, user-friendly Power BI dashboards.
- Led data lineage analysis across GL and inventory subledger systems, establishing traceability from financial postings to underlying inventory transactions and identifying limitations in asset-level cost allocation.
- Owned regulatory and operational reporting to ensure compliance with Department of Transportation requirements.

Data and Performance Analyst

06/2025 – 08/2025

- Designed and implemented the initial PostgreSQL database architecture to support large-scale, multi-source operational data.
- Built the first version of automated ELT pipelines in Python, including SharePoint API integration, loading into the database, and data transformation.
- Developed Power BI dashboards integrating Myki and Consat data, delivering early insights into touch-on rates and directly supporting the achievement of government incentives.
- Created an executive performance tracking solution using data sourced from the Department of Transport BI report, enabling rapid access to key KPIs

Data and Performance Coordinator

06/2024 – 06/2025

- Coordinated with cross-functional stakeholders to deliver accurate and timely monthly performance reports.
- Developed Power BI dashboards providing management with insights into FlexiRide operational performance.
- Produced ad-hoc analytical reports by consolidating and analyzing diverse data sources.
- Monitored daily bus allocations, validated missed trips, and analyzed the operational impact of service disruptions on route performance.

Prospero Markets**04/2021 – 12/2023****Data Analyst****07/2022 – 12/2023**

- Developed advanced Excel reporting tools using formulas, functions, and macros to support operational and financial reporting.
- Automated withdrawal monitoring and floating profit analysis using Python, improving accuracy and efficiency.
- Wrote complex SQL queries to support weekly executive reporting and ad-hoc analytical requests.
- Analyzed sales performance metrics and contributed to the design of a sales bonus mechanism.
- Built and maintained finance databases to streamline reporting and reconciliation processes.
- Delivered client insights (equity, trade volume, demographics) to senior stakeholders to support strategic decisions.

Operations Assistant**04/2021 – 06/2022**

- Reviewed and validated client onboarding documentation in compliance with AML requirements.
- Processed deposits, transfers, and third-party refunds with a high degree of accuracy.
- Collaborated with Sales, Operations, and Compliance teams to support daily business operations.

Administrative Roles | Various Companies**09/2013 – 12/2020**

- Provided comprehensive administrative support including scheduling, documentation management, meeting coordination, and travel arrangements.

EDUCATION

- Master of Computer Science (RMIT University 07/2013)
- Bachelor of Software Engineering (Xiamen University 06/2011)

CERTIFICATES

- IBM Data Analyst Professional Certificate
- IBM Data Science Certificate