

David Chen
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SUMMARY

A passionate and results-oriented person with background in mathematics and analytics. Taking care of marketing analytics, making predictions, solving regression problems using SQL, Python (Jupyter Notebook) and combination of visualization Tool (Tableau and Data Studio).

QUALIFICATION

- Strong analytical skill with the ability to collect, organize, analyze and disseminate significant amounts of information with attention to detail and accuracy
- Working experience in database design, data manipulation using **SQL/RDBMS** environments, including store procedures, views and **ETL** processes
- Advanced knowledge with **SQL query** includes but not limited to Aggregate Function, Subquery, CTE, Window Function and extensive **Python library** (user-defined functions, API request)
- Experience in open-source language and visualization tools (**Tableau**)
- Experience analyze data from third party provider like **Google Ads & Facebook ad**
- Efficiently translate business requirement, understanding strategy and priorities, implementing and present reporting and analytical solutions to key stakeholders
- Multi-tasking and maintain professionalism deliver service on time and work collaboratively within a cross functional team environment
- Ability to change quickly and adjust work accordingly in a positive manner

TECHNICAL SKILL

Productive: Microsoft Office Suite 365, **Google Suits, Google Analytic, Jira, Confluence**

Programming: **Python, MySQL, BigQuery,**

Business Intelligence: **Looker, Tableau, Google Data Studio**

WORK EXPERIENCE

Diligent Management Group

Oct, 2018 – Current

Senior Data Analyst & Business Intelligence

- Liaised with business stakeholders for **business requirements, data specifications**, and partner with product & sale team translate data into actionable insights
- Analyzed business requirements, built business case, documenting & provided recommendations & continuous improvement and implement **automated dashboard**
- Built and worked with **data pipelines**, acquired data from source systems and moved it through the data hierarchy, from mess and raw to clean and aggregated
- Performed analysis include predictive forecasting, regression, retention model and analyzed customer data by customer segmentation to build lookalike customer targeting
- Developed deep data knowledge by combining data sets from different system, analyzed heterogeneous data sets to come up with **KPIs** and inform the business as needed dive deep into Key Metrics based on requests
- Created **Ad-Hoc queries & reports** and provided on-going analytical support for requests
- Wrote scripts related to store procedures and triggers
- Developed policies and procedures for network access, usage, backup and recovery data

Great Green World Inc
Business Report Analyst

Feb, 2016 – July, 2018

- Supported customer need (primarily with sale team) developed **reports**, revised existing reports, developed and distributed data
- Audited with production/inventory department on monthly/weekly basis for validating & researching data fluctuations
- Created analytics reports derive recommendations supported Customer Success Objectives
- Generated **ad-hoc reports** as required by Customer Success teams to support sales activities, marketing performance, sales opportunities and product exhaust data
- Built best practices for reporting dashboards and communicate with Customer Success Managers to help set expectations during the client onboarding process
- Developed reporting to monitor customer conversion, churn across various products, including cohort-based analysis.
- Optimized existing reporting or data structures as per business needs, revamping outdated or manual processes and reports.
- Developed scalable scripts and reports for use with **ad-hoc analysis**, utilizing **SQL, Python & Google Analytics**.
- Ensured data integrity: troubleshooting and flagging of inconsistent or unreliable data sources.
- Provided customer forecasting and LTV numbers for the finance team as part of budget planning.

EDUCATION

University of Toronto St. George

2009-2015

Bachelor's Degree of Engineering and Applied Science

Minor: Economics and Finance