

## David Chen

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### SUMMARY

A passionate and results-oriented person with strong background in mathematics and analytics, along with strong experience in data analysis, reporting, prospecting and lead generation. Capable of tackling challenging tasks and delivering measurable results, and extremely data driven and constantly looking on turn data into meaningful and actionable insights

### QUALIFICATION

- Actively engage in Agile principles – sprint grooming, planning, development, quality assurance, deployment, retrospective
- Extracted and merged data set from multiple data sources. Performed data cleansing, transformation, exploration, analysis and data visualization with multi Business Intelligence technologies
- Demonstrate skills in HTML and CSS, UX design, user research, data analytics, and presentation
- Solid understanding of statistical techniques (hypothesis testing, regression) as well as the ability to driven actionable insights from large data sets by using statistical tools: Python, R and SPSS
- Excellent communication skills in written and verbal with ability to present on business meeting, convey ideas, articulate solutions and solve conflicts
- Multi-tasking and time management skills and managing multiple initiatives simultaneously and maintaining an exemplary degree of professionalism deliver service accurate and on time
- A passionate problem solver, driven to add value to projects by leveraging useful skills through continuous learning and team interaction
- Understanding of business processes in product lifecycle, sales operations, supply chain and costing analyst

### TECHNICAL SKILL

Documentation Techniques: Prototyping, Use Case, Epics, User Stories, Process Modeling

OLAP/Statistics Tools: Power BI, Python, R, Google Analytic

Productive: MySQL, JavaScript, Python, R

Environment: Linux (Centos, RedHat, Ubuntu), Windows7, 10 and MacOS

Cloud Environment: Google Cloud Platform, Amazon Cloud Service

### WORK EXPERIENCE

Business Intelligence Developer

Oct, 2018 – Current

#### **Diligent Management Group**

- Determined the best digital marketing tactics to reach target audience, drive them through conversion funnel-AIDA (awareness, interest, desire, action) and maximize traffic and conversion
- Developed visualizations and ad-hoc reports using tools such as SQL, Power BI, Tableau and Google Analytics to present KPIs metrics
- Collaborated with clients to develop holistic digital marketing strategy, measure, analyze, optimize campaign performance, work with fellow marketers, stakeholders, clients to create data-driven campaigns that drive business results
- Participated in Enterprise data warehouse development and enhancement. Supported the team to design, build, test and deploy end-to-end service to provide solution for self-serve reporting and data analysis
- Measured subscription performance and understand consumption patterns of users to improve customer acquisition and retention strategies
- Analyzed customer and web data to unveil behavioral patterns and customer segmentation
- Answered related questions from stakeholders in timely manner and continuously deliverable base on suggestion

Business Strategies Analyst

Feb, 2016 – July, 2018

**Great Green World Inc**

- Supported customer need (primarily with sale team) developed reports, revised existing reports, developed and distributed data
- Built ad-hoc, dashboard (Power BI and Tableau) reports to support the sale team in answering questions for internal business reviews as well as in external meetings with the customers
- Assisted with BI dataset testing and ensured facts and objects meet the defined requirements
- Audited with production/inventory department on monthly/weekly basis for validating & researching data fluctuations
- Analyzed internal and external data with Excel, specifying marketing landscape and opportunities

Category Management Analyst

July, 2012 – Aug, 2013

**Suncor Energy**

- Reported to the director, work closely with the category portfolio team and several internal and external stakeholders to execute both annual category marketing plans and day-to-day activities of the portfolio
- Provided supports and guidance for the execution of our store setups and merchandising strategies with Petro-Canada retail and wholesale locations
- Combined analytical skill and category insights in order to optimize store layouts to maximize incremental purchases in an effort to grow overall store sales and margin

**EDUCATION**

**University of Toronto St.George**

**2009-2015**

**Bachelor's Degree of Engineering and Applied Science**

**Minor: Economics and Finance**

**Albert Campbell Collegiate Institute (ACCI)**

**2005-2009**