Choyee Wolff

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https://choyee-wolff.github.io/choyee_cv/

PERSONAL STATEMENT

A dynamic Data Analyst with expertise in leveraging advanced analytics, data visualisation, statistical techniques and machine learning forecasting to deliver actionable business insights. Currently pursuing an MSc in Data Science at the University of Essex, with two modules completed with distinction. Explore my portfolio of data-driven projects and dashboards at Github link above. Seeking a challenging opportunity to support business growth in a dynamic, data-driven environment.

PROFESSIONAL SKILLS

- **Programming Languages**: Python, R, SQL
- **Data Analysis Tools:** Tableau, Power BI, Google Analytics 4
- **Other Tools:** SAP, Microsoft office (Words, Excel, PowerPoints), HubSpot

RELEVANT PROJECTS

Air Pollution Analysis System - Completed
- Conducted a comparative analysis of air pollution impacts in Chiang Mai, Thailand, and Cardiff, Wales, using real-time data from multiple sources.
- Python scripts for data preprocessing, cleaning, and visualisation, utilising libraries such as Pandas, graphviz, requests, pdfplumber, BeautifulSoup, matplotlib and seaborn.
- Designed a MongoDB database to manage diverse datasets enables efficient data storage and retrieval.
- Proposed actionable solutions to mitigate pollution, including policy recommendations and public education campaigns.

Telemarketing Campaign Analysis - Completed
- Analysed telemarketing campaign data using R to understand customer behaviour and response patterns.
- Created visualisations using Tableau, including double-click drill-down and filter drop-down boxes for interactive analysis.
- Built logistic regression models with k-fold cross-validation to predict customer responses.
- Performed clustering analysis using the silhouette method to segment customers into targeted groups.

WORK EXPERIENCE and RELEVANT EXPERIENCE

Home   **Maternity Leave**   October 2023 – Present
- Took the opportunity to pursue a part-time MSc in Data Science to develop and enhance my technical skills while caring for my son at home.
- Applied academic learning to personal data projects.

Xydus   **Data Analyst**   March 2023 – September 2023
- Automated billing transactions and improved reporting accuracy using Tableau, ensuring timely delivery.
- Owned and led the referral program project, implementing strategies using Python by conducting research, finding keywords and collecting data such as identifying the best day and time to send communications.
- Tracked website and social media engagement on Facebook, Twitter, and Linkedin, creating monthly reports and conducting A/B testing to optimise post content and increase engagement, achieving a 270% increase in website engagement rate.
- Analysed user behaviour and app performance metric, delivering actionable insights to enhance engagement and retention using Google analytics 4.

LSE   **Data Analytics Career Accelerator**   October 2022 – June 2023
- Collaborated on multiple real-world projects, including optimising NHS appointments and analysing customer behaviour for Turtle Games, using Python, R and SQL. Visit my website for more information.
- Led a team to analyse a UK delivery company's operation, identifying inefficiencies and providing solutions to improve delivery efficiency. Presented final recommendation to stakeholders.

- Used NLP (Natural Language Processing) to analyse customer feedback and identify service improvement trends.
- Applied statistical methods and machine learning techniques such as linear regression, clustering and forecasting to uncover insights and predict future trends.

Hamelin Brands **Data Analyst – Supply Chain** February 2022 – March 2023
- Created interactive dashboards Power BI and Excel to visualize sales and forecast trends.
- Led data cleansing projects, correcting over 2,000 SAP errors to boost system reliability.
- Conducted training sessions for team members on using Power BI dashboards for data tracking and insights.
- Supported product lifecycle management by maintaining accurate product data in the SAP system, ensuring seamless product launches and transitions.
- Utilising Amazon Vendor Central Reports to analyse and evaluate the accuracy of Amazon forecasts,
- Providing support to the Facility Team when needed, assisting with tasks such as car hire and Windows reimaging, ensuring smooth operations and a productive work environment.

APR Actuarial Solutions **Actuarial Intern** Aug 2019 – Sep 2019
- Utilising Excel and VBA in a professional setting to analyse statistical data and estimate individual/bulk annuities based on risk factors such as age, gender, marital status, and life expectancy.
- Calculating pension premiums using actuarial formulas and mathematical models, ensuring accuracy and compliance with industry standards.
- Assisting in creating contingency spreadsheets to assess potential risks and calculate cash flows using ICA (The Individual Capital Assignment) methodology.

AWARDS and ACHEVEMENTS
- Recognized for "Highest Motivation" in A-Level Further Mathematics.
- Delivered an impactful community project through Prince's Trust Team Programme.
- UK Senior Mathematical Challenge 2015: Bronze Certificate

EDUCATION

University of Essex 2024 - 2025
MSc Data Science
- Currently pursuing MSc Data Science with all grades achieved so far at Distinction level

City, University of London 2018 - 2021
BSc Actuarial Science: 2:2
- Completed Skills Assessment Manager training (Word, Excel, PowerPoint, Access, and Outlook)
- Final Research Project: Robot vs Human: which is a better financial advisor? (76 Marks)

BSix Sixth Form College, London 2014 - 2016
A level Mathematics: A*, Further Mathematics: B, Accounting: C
- Self-study A2 level Accounting as the module is no longer available at BSix for the second year.
- Achieved BSix reward for the highest mark in AS level Accounting.
- Achieved BSix reward for the highest motivation for A level Further Mathematics.
- Student Voice representative for A-level Mathematics Class

CERTIFICATIONS

Tableau – ***Creating an Interactive KPI Management Dashboard in Tableau***	2023	
CPD Hours / Points: 160 Hours – ***Office Administration Level 7***	2022	
Google Career Certificate - ***Data Analyst***	2021	
LinkedIn Learning – ***Excel Essential Training (Office 365/ Microsoft 365)***	2021	
Codecademy – ***Analyse data with SQL***	2021	