Meihui Wu (Claire)

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Key Skills

- Python, R, SQL, Tableau, PowerBI, Machine Learning,Hadoop,Azure,JavaScript,php,AWS,React,Git,GitHub,JIRA, Microsoft Office
- Data Cleaning, Manipulation, Visualization
- Problem-Solving and Analytical Thinking
- Teamwork and Cross-Cultural Collaboration
- Excellent communication, presentation, and facilitation skills

Work Experience

Sales Assistant - Warilla Groves Shopping Center   **Nov 2024 - Now**

- Used data to optimize product recommendations, boosting sales.
- Analyzed daily sales data to identify trends and optimize store displays.
- Enhanced customer engagement with personalized recommendations.

Retail Assistant - Dollar Time Warrawong   **Jul 2023 -Feb 2025**

- Assisted customers with product inquiries and tailored recommendations.
- Organized shelves and displays for a seamless shopping experience.
- Prepared daily sales reports and coordinated with suppliers for timely deliveries.

Sales Management Trainee - Tyson Foods Inc. (Fortune 500)   **Jul 2021 - Jul 2022**

- Led data-driven decision-making to achieve a 140% increase in product sales density (PSD) and 0% shortage rate.
- Analyzed marketing performance data to optimize strategies across six major Chinese O2O platforms, driving 13 million exposures.
- Collaborated with 32 Key Opinion Consumers (KOCs), using sales data to enhance brand engagement.

Marketing Intern - Fonterra (Biggest Company in NZ)   **Jun 2020 - Sep 2020**

- Led product and sensory testing, using data analysis to make key product optimizations.
- Developed an incentive system to increase employee engagement, leveraging performance data.
- Enhanced payment efficiency by 50% through collaboration with multiple departments.

Product Strategy Intern - Jaguar and Landrover (Head Office in UK)   **Dec 2019 - Mar 2020**

- Analyzed sales data to optimize product categories and enhance customer experience.
- Executed T-mall marketing strategies, using sales data to triple new product sales within one month.

Projects

Python & R & Machine Learning

- RFM Analysis – Customer segmentation using clustering (Python, ML).
- Retail Sales Analysis – Data cleaning & EDA for sales insights (Python).
- Pens & Printers Sales – Sales strategy evaluation using demand forecasting (Python).
- UK Used Car Sales – Market trends analysis & future impact prediction (Python).
- Bank Marketing – Predictive modeling to analyze customer behavior (R, ML).

SQL, Big Data & Tableau & PowerBI

- Bank Loan Analysis – SQL queries for loan risk tracking (SQL, Tableau).
- Retail Sales Insights – Data extraction & KPI analysis (SQL).
- HR Analytics– Attrition analysis with interactive dashboard (Power BI).
- Job Market Trends – Salary & demand analysis (Tableau).
- Bike Sales Analysis – Sales data cleaning & visualization (Excel).
- Big Data Processing – HDFS, Spark & Hive for large-scale data (Hadoop).

🔗 Check out my work on **GitHub** .

Education

Master of Computer Science - University of Wollongong   **Jul 2023 - Jun 2025**

Recipient of a 30% tuition discount and a $10,000 scholarship for outstanding academic performance.

Master of Marketing - University of Technology Sydney   **Jul 2019 - Jun 2021**

Awarded a full tuition scholarship and a $30,000 living allowance.

Master of Management - Shanghai University   **Sep 2018 - Mar 2021**

Published two academic articles and received scholarships twice.

Reference

4 references will be provided upon request.