Meihui Wu (Claire)

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Key skills

- Python, R, SQL, Tableau, PowerBI, machine learning, Hadoop, Azure, AWS, Microsoft Office
- JavaScript, PHP, React, Git, GitHub, Jira, data cleaning, data manipulation, data visualisation
- Problem-solving, analytical thinking, teamwork, communication, presentation, and facilitation skills

Working experience

Role: Sales Assistant   **Company: Warilla Groves Shopping Centre**   **Nov 2024 - Present**

- Used data to optimise product recommendations, boosting sales.
- Analysed daily sales data to identify trends and optimised store displays.

Role: Retail Assistant   **Company: Dollar Time Warrawong**   **Jul 2023 -Feb 2025**

- Assisted customers with tailored recommendations; provided friendly and responsive service.
- Prepared daily sales reports and coordinated with suppliers to ensure stock accuracy.

Role: Management Trainee   **Company: Tyson Foods Inc.**   **Jul 2021 - Jul 2022**

- Led data-driven initiatives, increasing product sales density by 140% with zero inventory disruptions.
- Optimised marketing across six major O2O platforms, generating 13M+ exposures.
- Collaborated with 32 KOCs to enhance brand engagement using sales data insights.

Role: Marketing Intern   **Company: Fonterra**   **Jun 2020 - Sep 2020**

- Conducted product testing and data analysis to support key optimisations.
- Improved payment efficiency by 50% through cross-department collaboration.

Role: Product Strategy Intern   **Company: Jaguar and Land Rover**   **Dec 2019 - Mar 2020**

- Analysed sales data to refine product categories and improve customer experience.
- Executed data-led marketing campaigns on T-mall, tripling new product sales.

Projects

- RFM analysis: customer segmentation using clustering (Python, Machine Learning).
- Retail sales analysis: data cleaning & EDA for sales insights (Python).
- Bank marketing: predictive modelling to analyse customer behaviour (R, Machine Learning).
- Bank loan analysis: SQL queries for loan risk tracking (SQL, Tableau).
- HR analytics: attrition analysis with interactive dashboard (PowerBI).
- Big data processing: HDFS, Spark & Hive for large-scale data (Hadoop).

Check out my work on GitHub: https://github.com/ClaireWu27/Data-Analysis

Education

Course: Master of Computer Science   **Institution: University of Wollongong**   **Jul 2023 - Jun 2025**
- Achieving High Distinction average
- Recipient of a 30% tuition discount and a $10,000 scholarship for outstanding academic performance.

Course: Master of Marketing   **Institution: University of Technology Sydney**   **Jul 2019 - Jun 2021**
- Graduated with Distinction
- Awarded a full tuition scholarship and a $30,000 living allowance.

Reference

4 references will be provided upon request.