Claire Wu

Data Analyst/Data Scientist/Data Engineer

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Professional Summary

High Distinction Master of Computer Science candidate with hands-on experience in Python, SQL, R, Tableau, Power BI, machine learning, and big data tools (Hadoop, Spark). Skilled in deploying data solutions on AWS and Azure cloud platforms. Delivered insights across marketing, retail, and operations by analysing large datasets and developing data-driven strategies. Eager to apply strong technical and analytical skills to solve real-world data challenges in a collaborative environment.

Education

Master of Computer Science   **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**.

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

- Graduated with **Distinction**
- Awarded a full tuition scholarship and a $30,000 living allowance

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

- Average score 85.77/100
- Awarded a full tuition scholarship and a $30,000 living allowance

Bachelor of Management   **Yunnan University of Finance & Economics**   **Sep 2014 - Jun 2018**

- Average score: 90.95/100
- Received national scholarship, enterprise scholarship

Key skills

Programming Language: Python, R, SQL, JavaScript, PHP, React
Data & BI Tools: Tableau, Power BI, Microsoft Excel
Big Data & Cloud: Hadoop, Spark, AWS, Azure
Version Control & Workflow: Git, GitHub, Jira
Analytical Skills: Data cleaning & preprocessing, data manipulation, data visualisation, machine learning (supervised & unsupervised),feature engineering, performance metrics, business analytics, quantitative market research, database querying
Soft Skills: Problem-solving, critical thinking, cross-functional communication, teamwork, presentation, stakeholder engagement

Projects

Bank Loan Analysis (MySQL, Tableau)
Provided insights into key loan-related metrics and trends over time, helping track portfolio health and optimise lending strategies.

Bike Sales Analysis (Excel)
Cleaned and analysed sales data, visualising key insights using Excel dashboards and charts.

HR Analysis (Power BI)
Explored workforce trends and conducted employee attrition analysis using interactive dashboards.
Bank Marketing (R, Machine Learning)
Predicted customer responses to marketing campaigns using machine learning models.
RFM Analysis (Python, Machine Learning)
Segmented customers based on Recency, Frequency, and Monetary (RFM) values for targeted marketing strategies.

Retail Sales Analysis (PostgreSQL)
Demonstrated SQL techniques for exploring, cleaning, and analysing retail sales data to answer business questions.
Pens & Printers Sales (Python, PowerPoint)
Evaluated the effectiveness of different sales strategies for office stationery using data analysis and visual storytelling.
UK Used Car Sales (Python, PowerPoint)
Analysed UK used car market trends, considering the impact of future policies on petrol and diesel vehicle sales.
Job Market Analysis (Tableau)
Investigated demand for Tableau skills by analysing job postings, salary trends, and hiring requirements.
Hadoop Projects (Hadoop Ecosystem)
Completed hands-on projects involving HDFS, MapReduce, Spark, Hive, HBase, Pig, and stream processing.

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

Internships

Marketing Intern   **Fonterra**   **Jun 2020 - Sep 2020**

- Led product and sensory testing, using data analysis to make key product optimisations.
- 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 Land Rover**   **Dec 2019 - Mar 2020**

- Analysed sales data, optimised product categories, and designed marketing plans, increasing profits by 420,000 RMB.
- Planned marketing activities for festivals on T-mall, with the sales of new products rising by 9 times within 1 month.

Management Trainee   **Tyson Foods Inc.**   **Jul 2021 - Jul 2022**

- Led FamilyMart operations, achieving 190 tons in new product sales within four months.
- Increased Product Sales Density (PSD) by 140% and reduced shortage rates to 0% through data-driven decision-making.
- Executed marketing strategies across six major Chinese O2O platforms, achieving 13 million estimated exposures.
- Leveraged collaboration with 32 Key Opinion Consumers (KOCs) to enhance brand visibility and engagement.

Working Experience

Sales Assistant   **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.

Sales Assistant   **The Athletes Foot Australia Pty Ltd**   **Dec 2023 - Jan 2024**

- Delivered attentive and expert customer service, offering tailored product solutions.
- Executed store merchandising for optimal product availability and visual appeal.
- Collaborated with a diverse team to create memorable and satisfying shopping experiences.

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

- Assisted customers in locating desired items and provided product information.
- Compiled daily sales figures and prepared reports for management.
- Communicated with suppliers and logistics companies to coordinate orders and deliveries.

Certifications

- Associate Data Analyst
- Data Analyst
- Database System Engineer
- Associate Data Engineer

Reference

4 references will be provided upon request.