

Claire Wu

Data Analyst

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Portfolio: <https://clairewu27.github.io/>

PROFESSIONAL SUMMARY

High Distinction Master of Computer Science candidate (91/100) with 2+ years of experience in multinational corporations, leveraging strong technical expertise in Python, SQL, R, Tableau, Power BI, machine learning, and big data technologies. Proficient in deploying scalable data solutions on AWS cloud platforms, with a proven ability to extract actionable insights from large datasets and develop data-driven strategies across both B2B and B2C domains. Combines a diverse academic foundation with practical experience to translate data into effective business strategies that drive growth. Eager to contribute advanced analytical and technical skills to tackle real-world data challenges in a collaborative environment.

KEY SKILL

Programming Language: Python (Pandas, NumPy, Scikit-learn), R, SQL(MySQL, PostgreSQL), NoSQL, JavaScript, PHP, React, NextJS, Node.js

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, feature engineering, performance metrics, business analytics, quantitative market research, database querying

PROFESSIONAL WORK EXPERIENCE

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|---|---|----------------------------|
| Data & Operations Analyst | Tyson Foods Inc.(US Based Company Fortune 500) | Jul 2021 - Jul 2022 |
| <ul style="list-style-type: none">Directed operational data analysis for FamilyMart retail channels, driving new product sales totalling 190 tons within four months through targeted data insights and performance tracking.Boosted Product Sales Density (PSD) by 140% and eliminated shortage rates by implementing data-driven inventory and sales strategies, utilizing analytics to identify key trends and areas for improvement.Developed and executed multi-platform marketing campaigns across six major Chinese O2O platforms, generating an estimated 13 million exposures by analysing user engagement data and optimizing channel performance.Enhanced brand visibility and engagement by collaborating with 32 Key Opinion Consumers (KOCs), leveraging data analytics to measure campaign impact and refine outreach approaches. | | |

EDUCATION

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|--|---|----------------------------|
| Master of Computer Science | University of Wollongong | Jul 2023 - Jul 2025 |
| <ul style="list-style-type: none">Achieving High Distinction average(91/100)Recipient of a 30% tuition discount and a \$10,000 scholarship for outstanding academic performanceAreas of study: | | |
| Master of Marketing | University of Technology Sydney | Jul 2019 - Jun 2021 |
| <ul style="list-style-type: none">Graduated with DistinctionAwarded a full tuition scholarship and a \$30,000 living allowance | | |
| Master of Management | Shanghai University | Sep 2018 - Mar 2021 |
| <ul style="list-style-type: none">Average score 85.77/100Excellent research ability, published 2 academic papers | | |
| Bachelor of Management | Yunnan University of Finance & Economics | Sep 2014 - Jun 2018 |
| <ul style="list-style-type: none">Average score: 90.95/100Received national scholarship, enterprise scholarship | | |

PROJECT

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.

Big Data 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>

OTHER WORK EXPERIENCE

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|--|---|---------------------|
| Sales Assistant | Warilla Groves Shopping Centre | Nov 2024 - Present |
| <ul style="list-style-type: none">Systematically analyzed customer and sales data to refine product recommendations, resulting in measurable sales growth.Analyzed daily sales trends to provide data-driven guidance for display optimization and inventory decisions. | | |
| Marketing Analyst Intern | Fonterra(New Zealand Based Company) | Jun 2020 - Sep 2020 |
| <ul style="list-style-type: none">Conducted in-depth analysis of product sensory data to guide optimization decisions, establishing a data-driven product improvement workflow.Utilized performance data analytics to design an employee incentive system that effectively enhanced engagement and participation metrics.Collaborated across departments to analyze payment workflows, implementing data-driven solutions that increased processing efficiency by 50%. | | |
| Product Strategy Analyst Intern | Jaguar and Land Rover(UK Based Company) | Dec 2019 - Mar 2020 |
| <ul style="list-style-type: none">Conducted in-depth analysis of sales data to optimize product category structure and formulate targeted marketing plans, contributing to a profit increase of 420,000 RMB through data-driven decision-making.Designed and executed a Alibaba festival marketing campaign, applying quantitative strategies that led to a 3-fold surge in new product sales within one month. | | |

CERTIFICATION

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

REFERENCE

References available upon request.