Ce Hou

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Summary

- Data-driven Analyst with expertise in **data extraction, reporting automation, and performance analytics**, using SQL, Power BI, and Excel to support strategic decision-making.
- Experienced in **financial and operational data analysis**, KPI reporting, and industry benchmarking to enhance transparency and accountability in business performance.
- Skilled in integrating and maintaining scalable data solutions, ensuring data integrity and compliance for public sector and corporate environments.
- Strong understanding of **audit data analytics**, reconciliation processes, and stakeholder reporting, supporting governance and policy evaluation.
- Passionate about leveraging predictive analytics, visualization tools, and automated reporting to provide actionable insights for executive leadership and cross-functional teams.

Skills

Programming: Python, SQL.
Statistical Analysis: Pandas, NumPy, SciPy, Matplotlib, Seaborn (Python); ggplot2 (R).
Database System: MySQL, PostgreSQL, SQL Server, MongoDB (NoSQL).
Data Warehouse: BigQuery (GCP), Redshift (AWS).
BI Tools: Excel (Pivot Tables, VBA, Power Query), Power BI, Tableau.
HR Analytics: Workforce Planning, Employee Attrition Analysis, HR Dashboarding.

Work Experience

Data Analyst   **Mar 2025 – Present**
Upwork   *Remote*

- Designed and delivered custom reports and dashboards using Power BI to assist clients in decision-making.
- Assisted clients in data cleaning, ETL processes, and data reporting automation to streamline workflows.
- Helped clients set up KPIs and created basic predictive models to forecast trends and improve business strategies.
- **Key Achievements**:
  * Delivered high-quality reports and dashboards on-time to help clients visualize their data and gain insights.
  * Received positive feedback and built trust with initial clients, leading to repeat business opportunities.

Data Consultant   **Dec 2024 – Feb 2025**
Centauri Alpha   *Remote*

- Designed and implemented custom analytics solutions using **Power BI** and **Python** to help small businesses optimize decision-making.
- Developed predictive models and data visualization dashboards to enhance **data-driven strategies**.
- Automated **ETL workflows** to improve data processing speed and accuracy.
- Collaborated with marketing and finance teams to define **key performance indicators** (KPIs) and create dashboards that support business growth.
- Analyzed **multi-dimensional datasets** to generate actionable insights for client growth strategies.
- **Key Achievements**:
  * Optimized KPI dashboards, leading to a 20% **improvement** in business goal alignment.
  * Enhanced customer acquisition strategies, resulting in a 25% **increase** in client growth.

Research Assistant - Data Analyst   **Jun 2024 – Oct 2024**
The University of Queensland   *Brisbane*

- Collected, cleaned, and analyzed **infectious disease** data from diverse sources to provide actionable insights.
- Identified trends, patterns, and correlations in large, multi-dimensional datasets, driving **data-driven** decision-making.
- Created impactful **reports** and **presentations**, clearly communicating key findings and recommendations to **stakeholders**.
- Collaborated closely with stakeholders to define business needs and provide **analytical support** for strategic and operational initiatives.
- **Key Achievements**:

* Utilized **simulation models** to reduce the spread of infectious diseases across travel networks in Pacific Island countries, leading to improved **epidemic control strategies**.
  * Presented research findings at the ***7th Southern Cross Australasian Travel and Tropical Medicine Conference***, contributing valuable insights to the field of infectious disease control in Pacific Island nations.

Travel Manager   **Feb 2017 – Dec 2019**

Wanhuhou International Travel Service   *Full-Time*

- Collecting tourists' **feedback** through various sources, analyzing and addressing issues to facilitate the **continuous improvement** of business services.
- **Review** and **reporting** on **travel trends** and identification of new opportunities for tourism products.
- **Presenting** and **training** sales teams on new tourism products.
- Collaborate with **cross-functional teams** to compile employee **KPI** assessments.
- **Key Achievements**:
  * Delivered exceptional service to over 3,000 clients, achieving a customer satisfaction rate of 95%+.
  * Achieved a 60%+ customer repurchase rate, demonstrating strong client loyalty and service quality.

Projects

HR Attrition Insights: Data-Driven Strategies for Employee Retention— Team Leader   Link

- Developed an HR Attrition Dashboard in **Excel**, analyzing employee turnover trends to support strategic decision-making.
- Utilized **pivot** tables and charts to visualize key metrics. Enabled interactive filtering by gender, education, and job roles, identifying key factors driving employee exits.
- Insights helped optimize retention strategies, reducing high-performance attrition and improving workforce stability.

YOY Revenue and Sales Growth in E-commerce — Team Leader   Link

- Built a comprehensive Power BI dashboard analyzing e-commerce sales trends, identifying top-performing products and regions, and driving a 15% increase in quarterly revenue through data-informed strategy.
- Utilized Google **BigQuery** to import raw data and applied **Power Query** for data cleaning and preprocessing.
- Performed exploratory data analysis using **Power BI**, focusing on sales channels, products, regions, and time dimensions.
- Implemented **DAX** measures and calculated columns for advanced analytics and dynamic filtering.
- Created visually appealing visualizations to present metrics like revenue, gross profit, and sales quantities, enabling data-driven decision-making.

Conversion Rate Optimization (CRO) via A/B Testing— Team Leader   Link

- Designed and executed **A/B tests** on key website elements (Time on page, CTAs, traffics), leveraging data-driven insights to enhance user experience.
- Analyzed user behavior and conversion metrics using **Tableau** and **statistical models**, identifying high-performing variations with 10.27% uplift in engagement.
- Collaborated with marketing and **UX teams** to implement winning strategies, driving measurable improvements in conversion rates and customer retention.

Publication

Travel network analysis for infectious disease transmission in Pacific Island countries   Link

7th Southern Cross Australasian Travel and Tropical Medicine Conference(Pg.10)   *Sep 2024*

Certification

Lean Six Sigma Foundations   **Credential**

Linkedin   *Feb - 2025*

Atlassian Agile Project Management Professional Certificate   **Credential**

Atlassian   *Mar - 2025*

Learning SAP Human Capital Management   **Credential**

Linkedin   *Mar - 2025*

Education

Master of Data Science

The University of Queensland   *2022 - 2024*

Completed data-driven research on travel networks & infectious diseases.

Reference

Reference as request