

# Shuang Xia

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## Education

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### York University

B.A., Hons. Information Technology

Jan 2022 – Jun 2026

Toronto, ON

## Skills

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**Business Analysis & Compliance:** Audit Reporting, Process Mapping, Risk Control, SDLC, SharePoint

**Data & Programming:** SQL (MySQL/Oracle), Python, Power BI, Excel (Pivot Tables, Data Validation)

**Platforms & Tools:** Snowflake, Azure, SAP, MS Access, MongoDB, Microsoft 365, Shopify

**Certifications:** Google Data Analytics Professional Certificate, Power BI Data Analyst Associate (Microsoft PL-300)

## Experience

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### Toronto Transit Commission (TTC)

Sep 2025 - Apr 2026

*Business Process Review & Compliance Co-op – Information Technology Services*

*Toronto, ON*

- Coordinated TTC's 2025 year-end IT audit with external auditor KPMG, preparing documentation and facilitating cross-team collaboration to ensure timely, accurate audit deliverables.
- Acted as liaison between internal and external stakeholders, consolidating audit requests, tracking status updates, and maintaining organized documentation repositories.
- Supported IT compliance and process improvement initiatives by analyzing business workflows, preparing flowcharts, and updating governance documentation.
- Developed an automated workflow solution integrating Power Automate, Planner, and Power BI, enabling real-time project tracking and reducing manual reporting time for management.
- Designed and deployed a SharePoint knowledge hub to centralize quality management resources, enhancing accessibility for senior stakeholders.
- Conducted data validation and reconciliation using Excel and SQL to verify reporting hierarchies and improve audit data accuracy.

### LM Consulting Inc.

Jan 2025 - Apr 2025

*Accounting Assistant Intern*

*Scarborough, ON*

- Managed and updated client financial records in QuickBooks and Excel to support high-volume tax season operations.
- Verified 300+ T4 and payroll tax documents for CRA compliance, achieving 100% accuracy.
- Automated payroll data transfer between systems using Python to improve efficiency.

### Habitat for Humanity GTA

Aug 2024 - Dec 2024

*E-commerce Operations Assistant Volunteer*

*Toronto, ON*

- Optimized Shopify product listings and pricing using data-driven keyword and SEO analysis.
- Conducted market research to guide pricing and improve sales visibility.
- Enhanced warehouse organization by structuring and tagging incoming inventory.

## Selected Projects

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### Facebook Campaign Performance Analysis

Nov 2024 - Dec 2024

- Used Python to analyze multi-segment social media campaign data, evaluating KPIs such as Reach, CTR, and CPC.
- Applied statistical analysis to optimize ad strategies and improve budget allocation efficiency.
- Designed interactive dashboards to communicate performance trends and support ROI-driven decisions.

### Customer Behavior Analysis for Online Learning Platform

Sep 2024 - Oct 2024

- Analyzed student interaction data using SQL to identify engagement patterns among free and paid users.
- Built Tableau dashboards visualizing metrics such as average watch time and conversion rates.
- Conducted cohort analysis to assess retention trends, informing targeted marketing and content strategies.
- Delivered actionable insights that improved decision-making for user growth and engagement initiatives.