Hazel (Hui) Ding

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EDUCATION

Humber College   **Toronto, ON**
Graduate Certificate in Business Insights & Analytics   *Sep 2022 – April 2024*
- Awards: Consecutive 3 semester Dean's Honour Roll Fall 2022, Winter & Fall 2023 (Accumulated GPA: 88.6)

Tianjin University of Technology   **Tianjin, China**
Master's Degree of English Language   *Sep 2005 – March 2008*
- Awards: The Outstanding Graduate Scholarship Second Class
             The Outstanding Graduate Scholarship First Class

SKILLS

Python | Data Analytics (EDA) | SQL | Data Visualization | Tableau | Power BI | Data Modeling | Relational Databases |
Machine Learning | Data Mining | Microsoft Office (Excel, PowerPoint) | Hadoop | SPSS | R

WORK EXPERIENCE

Bonwin International Education INC   **Toronto, ON**
Market Data Specialist   *July 2020 – July 2022*
- Collected data and generated monthly sales report, optimizing stock keeping unit lists to enhance daily active users and weekly active users in a 20% increase using Excel.
- Analyzed product sales, optimized product contents and types, and increased average monthly sales by 10%.
- Tracked customer satisfaction and products evaluation feedback, actively answered customers' questions, and increased customer repurchase rates by 8%.

Beijing Carp Education & Technology Co. Ltd.   **Beijing, China**
Co-Founder   *March 2009 – September 2019*
- Initiated creating database for our company to manage and retrieve information of curriculum, student assessments, attendance records, recruitment, teacher **performance** evaluation to help our firm operate more efficiently resulting in a 20% operating cost saving compared to running without database.
- Created student report card dashboard together with IT team to report student academic performance every month resulting in a 50% increase of communication effectiveness between parents, students, and teachers.
- Launched a series of marketing campaigns including content marketing, advertising, digital marketing, direct marketing, and free public lectures to acquire new students, expand band recognition and strengthen customer loyalty resulting in a 5.5% enrollment rate increase every year.

Geely University of China   **Beijing, China**
English Teacher   *September 2002 – July 2005*

PROJECTS

Python program for the Admission Department of Humber College
- Constructed a Python program for the Admission Department of Humber College to calculate student's high school GPA and assign them to different schools by the level of their marks.
- The project received a score of 92% during evaluation.

Big Data Project of iFood Company KPI Analysis
- Applied managerial financial analysis to analyze KPI such as growth rate, market share, customer satisfaction for iFood Company operating in GTA using Hadoop ecosystem including Hive, Spark, and Hbase as Big Data project evaluated with a grade of 97%.

Volunteer Service Database Project
- The project encompassed various components, including a comprehensive database schema with an Entity-Relationship Diagram (ERD), business rules, strong and weak relationships analysis, primary keys and foreign keys identification, normalization, and a set of SQL queries.
- The project showcased a well-rounded understanding of database design and management principles, receiving a grade of 92%.

Sentiment Analysis of Customer Reviews
- The sentiment analysis revealed a predominantly positive overall sentiment in the dataset, offering valuable insights into customer opinions across various topics and facilitating actionable recommendations for businesses to enhance product/service quality and customer satisfaction using R.
- Employed Random Forest and Naive Bayes classifiers for sentiment classification, achieving accuracies of 80.28% and 82.94%, respectively.
- Identified Naive Bayes as the optimal model for polarity prediction, highlighting its simplicity and effectiveness in handling textual data.

Machine Learning Project of Bank Churn Analysis
- The project focuses on mitigating credit card customer churn in banking by developing predictive models, utilizing Random Forest and Artificial Neural Network, with key business insights emphasizing transaction activity and changes in predicting churn rate, and highlighting the Random Forest model's superior accuracy at 92% compared to the Artificial Neural Network's 87%.

CERTIFICATIONS

- Pandas Essential Training LinkedIn Learning   Oct 2023
- COBOL Essential Training LinkedIn Learning   Oct 2023