

# Hazel (Hui) Ding

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## EDUCATION

### Humber College

Graduate Certificate in Business Insights & Analytics

Toronto, ON

Sep 2022 – April 2024

- Awards: Consecutive 4 semester Dean's Honour Roll Fall 2022, Winter & Fall 2023

## SKILLS

Data Entry | Quality Assurance | Data Accuracy | Inventory Management | Image Processing & PDFs | Advanced Microsoft Office & Google Suite | Excellent Customer Service | Data Compliance and Security | Teamwork | Excellent Written and Verbal Communication Skills | Attention to Details | Strong Problem-solving Skills | Strong Multitask Ability

## WORK EXPERIENCE

### Bonwin International Education Inc.

Market Data Analyst (Co-Op)

Toronto, ON

February 2024 – April 2024

- Managed and updated customer data within the company's CRM system, ensuring accuracy and currency of information to support sales and marketing teams
- Analyzed customer feedback and sales data to identify customer needs and satisfaction levels, contributing to a 10% uplift in average monthly sales through targeted product improvements
- Developed and maintained comprehensive reports and dashboards using Excel, SQL, and Power BI, providing critical data insights for strategic decision-making
- Actively responded to and resolved customer inquiries and issues through live chat, Outlook, and Gmail, enhancing customer service delivery and achieving an 8% increase in customer repurchase rates

### Carp Education & Technology Co. Ltd.

Data Entry Clerk (Permanent Full-time)

Toronto, ON

November 2019– September 2022

- Entered accurate curriculum details, student assessments, teacher information, and attendance tracking into a company database system, ensuring efficient and accurate data entry procedures
- Coordinated with marketing teams to place orders, ensuring timely delivery and accurate fulfillment of customer requirements
- Provided exceptional customer service by addressing inquiries, resolving issues, and ensuring customer satisfaction, resulting in a high customer satisfaction rating of 95% through effective problem-solving and communication skills

## 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 an impressive score of 92% during this evaluation, highlighting its effectiveness in automating the GPA calculation and school assignment tasks

### 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%
- Conducted comprehensive analysis of inventory turnover rates and reorder points using statistical methods, detecting an effective solution to reduce holding costs and improve inventory accuracy by 15%

### 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
- Conducted comprehensive qualitative research on market trends and consumer behavior, employing a variety of research methodologies including surveys, focus groups, and in-depth interviews

## CERTIFICATIONS

### LinkedIn Learning Center

- SAP ERP Essential Training Apr 2024
- Pandas Essential Training Oct 2023
- Market Research Foundations Apr 2023
- Strategic Planning Foundations Jan 2023