Hazel (Hui) Ding

Oakville, ON | LinkedIn | My Portfolio | 289-987-9190|hazelding.ca@gmail.com|

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

SKILLS

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

WORK EXPERIENCE

Bonwin International Education Inc. **Toronto, ON**

Data Analyst (Permanent Part-time) *October 2022 – Present*

- Extract data from internal and external databases using SQL queries and performed monthly sales analysis to create comprehensive reports aimed at optimizing stock keeping unit lists, resulting in a 20% increase in active users.
- Utilize Python for data manipulation and analysis to evaluate product sales trends, refine product contents and types, leading to a 10% uplift in average monthly sales.
- Leverage Power BI and Tableau to generate weekly visualization dashboard to track sales, product performance and customer satisfaction metrics. Proactively addressed customer inquiries and concerns, contributing to an 8% enhancement in customer repurchase rates.

Carp Education & Technology Co. Ltd. **Toronto, ON**

Market Data Analyst (Permanent Full-time) *November 2019– September 2022*

- Spearheaded the development of a comprehensive database system encompassing curriculum management, student assessments, attendance tracking, recruitment, and teacher performance evaluations. This initiative streamlined operations, leading to a noteworthy 20% reduction in operating costs compared to previous methods lacking a centralized database.
- Collaboratively worked with the IT team to design and implement a student report card dashboard, enhancing communication efficiency between parents, students, and teachers. This dashboard facilitated monthly reporting on student academic performance, resulting in a remarkable 50% increase in communication effectiveness.
- Launched a series of marketing initiatives, including content marketing, advertising campaigns, digital marketing strategies, direct marketing efforts, and free public lectures. These endeavors aimed to attract new students, bolster brand recognition, and cultivate customer loyalty. As a result, the enrollment rate saw a steady increase of 5.5% annually.

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 Oct 2023
- COBOL Essential Training Oct 2023