Hazel (Hui) Ding

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EDUCATION

Humber College   **Toronto, ON**
Graduate Certificate in Business Insights & Analytics   *Sep 2022 – April 2024*
- Awards: Consecutive 4 semester Dean's Honour Roll Fall 2022, Winter & Fall 2023

SKILLS

Data Analysis| Quality Assurance| Data Accuracy | Advanced Microsoft Office & Google Suite | Database Management |
Excellent Customer Service | Data Compliance and Security | Teamwork| Excellent Written and Verbal Communication Skills |
Attention to Detail | Strong Problem-solving Skills | Strong Multitask Ability

WORK EXPERIENCE

Bonwin International Education Inc.   **Toronto, ON**
Market Data Analyst (Co-Op)   *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.   **Toronto, ON**
Data Analyst (Permanent Full-time)   *November 2019– September 2022*
- Spearheaded the development of a comprehensive data repository 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 across multimedia, including content marketing, advertising campaigns, digital marketing strategies. 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.
- Conducted qualitative research to gain deeper insights into market trends and customer preferences, informing the development of targeted marketing strategies. This research contributed to a more nuanced understanding of the target audience, leading to a 15% improvement in customer satisfaction scores.

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%.

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

- SAP ERP Essential Training   Apr 2024
- Pandas Essential Training   Oct 2023