MAXINE XIONG

maxinexiong.github.io

FULL-STACK DATA PROFESSIONAL AND AUTOMATION SPECIALIST

SKILLS

- Data Analytics
- Analytics Engineering with *dbt*
- Data Engineering with *Fivetran, Snowflake, GCP BigQuery, Amazon Redshift*
- Machine Learning & Neural Network
- *Apache Spark*
- *Python* Programming
- *SQL*
- Data Processing with *Alteryx*
- Data Visualisation with *Tableau*
- Data Visualisation with *Power BI*
- Robotic Process Automation (RPA) with *UiPath*
- *Excel* & *VBA*
- *SAS* Base Programming
- *HTML5* & *CSS3*

CERTIFICATIONS

- dbt Certified Developer
- Microsoft Certified: Power BI Data Analyst Associate
- Tableau Certified Data Analyst
- Alteryx Designer Advanced Certification
- SAS Certified Specialist: Base Programming Using SAS 9.4
- UiPath Certified Professional Advanced RPA Developer (UiARD)
- Certified Associate in Project Management (CAPM)®
- MCSA: SQL 2016 Database Development - Certified 2019

PROFILE

Results-driven, dedicated and analytical data professional with two years of project consultancy experience in Financial Accounting, Business Intelligence (BI), Business Analytics (BA), and Data Analytics (DA). Expertise in **data analytics**, **data visualization**, **analytics engineering**, **data engineering**, **machine learning**, **business analytics**, **programming**, and **robotic process automation (RPA)**. Passionate about leveraging cutting-edge technologies to solve real-world problems and drive organizational growth. Committed to continuous learning and adept at tackling new challenges to deliver exceptional results.

WORK EXPERIENCE

Centauri Alpha, Melbourne, VIC   Sep 2024 - Present
Data Consultant (Contractor)

- **Extracted and loaded data** from **Snowflake** to **GCP BigQuery** using **Fivetran**, and **transformed data** within the data warehouse by **building**, **testing**, and **deploying** SQL models with **dbt**.
- **Refactored SQL code** for existing dbt models to improve modularity, simplicity, accuracy, maintainability, and readability.
- **Collaborated with data engineers and analysts** to meet project-specific reporting needs by defining **additional metrics** in **semantic layer**, making them accessible to integrated BI tools.
- **Analysed online sales data** from the data warehouse using **SQL queries** and **Python pandas** to identify key customer behaviour factor(s) influencing the client's total online sales. Utilized **Spearman's Rank Correlation** and **Hypothesis Tests** to analyse correlations.
- **Performed customer retention analysis** employing statistical methods such as **Bayes' Theorem** and **Confidence Interval for Binomial Proportion**, determining that **11% of products lead to high customer churn risk**.
- **Developed and evaluated a business strategy** based on the retention analysis, projecting a potential **10.6% increase in total sales revenue** and the **retention of an additional 6.2% of customers** upon implementation.
- **Presented progress to stakeholders** in weekly meetings, delivering data insights through visualizations with **Power BI**.

1860 Restaurant & Bar, Guangzhou, China   Jan 2021 - Jan 2024
Restaurant Manager

Carever, Sydney, NSW   Oct 2020 - Dec 2020
Project Support

NGI Management Pty Ltd, Sydney, NSW   Jan 2020 - Sep 2020
Project Consultant (Contractor)

- **Implemented MRI Software**: Led the successful deployment of **MRI real estate property management and finance software** across a **AU$1.5 billion asset portfolio**, standardizing and streamlining internal finance operations.
- **Facilitated Software Adoption**: Conducted multiple **coaching sessions** for stakeholders and developed a comprehensive **5-hour end-user training video series**, ensuring effective organization-wide adoption of MRI software.
- **Enhanced Reporting Accuracy and Efficiency**: Performed **internal audits** of over 100 lease agreements and management reports. **Streamlined monthly financial board reports** using **Excel** and **VBA**, developing **new reporting templates** that achieved **100% accuracy** and **reduced preparation time from 15 days to 5 days**.
- **Managed Financial Reporting and Reconciliation**: Executed **bank account reconciliations** and prepared detailed **monthly financial board reports**, including expense reports, rent income detail reports, and cash flow reports, for more than 10 property entities.

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PROJECTS

Explore my projects and work on these platforms:

🌐 **Project Portfolio Website (Recommended):**
https://maxinexiong.github.io/#projects

GitHub:
https://github.com/Maxine Xiong

Ⓜ **Blog Posts:**
https://medium.com/@maxinexiong2

LANGUAGES

- English (Fluent)
- Mandarin Chinese (Native)

REFERENCE

Upon Request

CONTACT

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🌐 maxinexiong.github.io

github.com/MaxineXiong

Ⓜ medium.com/@maxinexiong2

📍 Sydney, NSW 2000, Australia

💼 WORK EXPERIENCE (CONT.)

Career Mentor Consulting, Sydney, NSW   Mar 2019 - Dec 2019
Excel & VBA Coaching Volunteer

Mirvac Group, Sydney, NSW   May 2018 - Oct 2018
Analyst, Mirvac Property Trust, Group Finance

- **Performed Comprehensive Month-End Reconciliations**: Managed **month-end reconciliation processes**, including reporting packs, trial balance (TB) reconciliations, budget vs. actual (BVA) workbooks, TB ageing books, and WebADI files, for **three REITs** jointly owned by Morgan Stanley and Mirvac, **collectively valued at over AU$800M**. Ensured **100% accuracy** and efficiently **addressed 90% of Morgan Stanley's requests**.
- **Developed Automated Cash Flow Models**: Created **sustainable models** that automated month-end cash flow reconciliations and year-end cash flow reporting, enhancing **accuracy to 100%** and **reducing preparation time from 5 hours to 1.5 hours**.
- **Optimised Investment Property Valuation Reporting**: Prepared Investment Property Valuation Reports (IPVR) and refined reporting models, **saving up to 3 hours** in workbook preparation.
- **Compiled Special Purpose Financial Reports (SPFR)**: Prepared SPFR for a REIT in FY2018 for auditing purpose, and successfully **resolved 99% of PwC audit team's requests**.
- **Designed VBA-Coded Financial Workbooks**: Created **VBA-enabled** financial report workbooks for various REITs that allow direct access to the MRI database via ODBC. Automated the updating of financial statements and associated note tables, increasing report preparation efficiency by 90%.

Analyst, Business Intelligence, Group Finance   Oct 2017 - May 2018

- **Developed User Acceptance Testing (UAT) Strategies**: Designed and implemented UAT strategies and scenarios for BI reporting tools, achieving an **80% acceptance rate** across the organization.
- **Created Automated Testing Models**: Independently developed user-friendly, automated testing models that tracked database changes in real-time and generated instant results, **saving at least 30 hours of testing time**.
- **Collaborated with Key Stakeholders**: Organized and participated in meetings with Property, Leasing, and Finance teams across Office & Industrial, Retail, and Residential divisions to gather requirements and ensure project alignment.
- **Liaised Between Business and BI Developers**: Translated business requirements into technical specifications, assisting BI developers in fulfilling organizational needs effectively.
- **Built Power BI Reports and Dashboards**: Developed comprehensive reports and dashboards using Power BI to deliver actionable business data insights.
- **Facilitated BI Adoption**: Promoted the adoption of BI tools by collaborating with super users to build key dashboards, reports, and analytics, enhancing data-driven decision-making across the organization.

Property and Funds Intern, Group Finance   Jul 2017 - Oct 2017

🎓 EDUCATION

Master of Accounting and Finance   2014 - 2016
University of Adelaide

Bachelor of Biotechnology   2011 - 2013
University of Newcastle
Achievement − Distinction average