Rao FU

furao4029@gmail.com / 021 0828 6354 / linkedin.com/in/raofu0297/

Personal Statement

Business Analyst with a FinTech & Business Analytics background, skilled in transforming raw data into strategic insights. Experienced in forecasting, quantitative modelling, and stakeholder alignment across finance, operations, and marketing. Proficient in **Python** (ML, pandas), **SQL** (pipeline automation), **R Studio** (clustering, visualisation), **Power BI** (DAX), **SPSS** (churn modelling), **MS Project** (project management) and **Excel** (MOS Master). Known for delivering impact through clear analysis, smart tools, and data stories that drive decisions.

Technical Skills

- **Business Intelligence:** Power BI Pro, Excel (Pivot Tables, Dashboards, DAX), SPSS, Agile
- **Data Analysis & Automation：** Python (data wrangling, modelling, visualisation), Microsoft SQL Server, Power Query, R studio, ETL
- **Project & Process Tools:** MS Project, Capital IQ Pro, Xero
- **Certification:** Microsoft Office Specialist (MOS) Master - Excel Expert, Word, PowerPoint, Outlook
- **AI generative Tools:** Perplexity Pro, Anthropic's Claude

Education

April 2024 – June 2025   **Master of Business Analytics (FinTech)** *University of Auckland (GPA: 8/9 | Distinction)*
Courses: Business Strategy, Financial Modelling, Marketing Analytics, Project Planning
March 2021 – December 2023   **Bachelor of Commerce (Finance & Management)** *University of Auckland (GPA: 7/9)*

Working Experience

Sunshine Mortgage Ltd | Marketing Operations Analyst
May 2025 – Present | Auckland, New Zealand
- Streamlined mortgage submissions across multiple banks within Trail **CRM** by assisting brokers, coordinating documentation, and ensuring compliance with 5+ lending policies.
- Extracted and standardized client financial data using **Python (pandas, NumPy)** and **Excel automation** to centralize borrower profiles and enhance broker access and pre-approval targeting.

Grey Lynn Farmers Market | Business Analyst
Feb – Jun 2025 | Auckland, New Zealand
- Delivered **K-means** vendor segmentation using **Xero** data; identified 3 actionable profiles, enabling focused outreach strategy
- Forecasted campaign ROI using **Holt-Winters model**; recommendations accepted and contributed to client retention post-project

Plaxo Mortgages Ltd | Loan Officer & Business Analyst Intern
May – Oct 2023 | Auckland, New Zealand
- **Automated Excel tracker** with rule-based logic; reduced document processing time by **40%** and flagged 20+ duplicate cases
- Produced segmented trend insights on approval volume and rejection causes; directly shaped broker pricing briefs

HD Education | Operations Analyst
Jul 2021 – Dec 2022 | Auckland, New Zealand
- Tracked student conversion drop-off across 3 channels; revised outreach flow increased success rate by 15%
- Consolidated performance data into a dashboard suite; improved monthly reviews and **stakeholder communication**

Project Experience

Equity Mispricing Classifier | Business Analyst, FinTech Capstone
Feb – Mar 2025 | Python, Scikit-learn, CEO Pitch
- Engineered a classifier to flag potential equity under-pricing using **supervised learning**; model achieved >80% precision on test data
- Synthesised **quantitative** insights into a pricing logic framework; proposal ranked Top 3 in CEO panel presentation

Delivery Timeline Optimisation | PM Analyst, Project Simulation
Feb – Mar 2025 | MS Project, Excel (PERT)
- Modelled project dependencies and applied **crashing techniques** to compress delivery by 17.5% (40→33 weeks)
- Conducted **risk-cost trade-off analysis**; optimised a $495K plan to launch on time with 15% higher delivery confidence

Customer Segmentation for Regional Strategy | Data Analyst, Grey Lynn Market
Sep – Dec 2024 | Python (KMeans), SQL, Power BI
- Built an **automated pipeline** for cleaning, clustering and profiling 1,000+ customers; processing time cut by 60%
- Delivered regional **dashboards** linking foot traffic with spend trends; insights led to 3 targeted outreach actions

References available upon request

Response Forecasting | Project Manager, Predictive Analytics
Jun – Sep 2024 | Python, LightGBM, Scikit-learn
- Benchmarked 4 models and deployed **LightGBM** for best AUC; improved campaign targeting accuracy by 10%
- Led end-to-end build of deployable pipeline with cross-team feedback loop for retraining

Churn Risk Modelling for Stakeholder Retention | Tech Lead
Apr – Jun 2024 | SPSS, Excel (PowerPivot & DAX)
- Developed **churn risk model** with 81% sensitivity via **logistic regression in SPSS**; strategy adopted by exec team
- Built **interactive Excel dashboard** with custom **DAX visuals**; reused by 3+ departments for retention planning

KPI Dashboard Rationalisation | Business Analyst, Waka Kotahi
Jun – Jul 2022 | Excel, Stakeholder Mapping
- 60+ metrics in **KPI** reports; removed 9 redundant indicators and improved report clarity for exec use
- Refactored **dashboard** layout based on user feedback; improved usability across monthly performance reviews

International Service Gap Audit | Business Analyst, UoA International Office
Nov – Dec 2021 | Excel, Prioritisation Framework
- Delivered a data-driven scoring tool to prioritise support services; offshore team integrated into 2022 **roadmap**
- Identified key service gaps across 3 countries through **Excel-driven clustering** and mapping

Leadership

Auckland University Chinese Student Society (AUCSS) | Director of HR
October 2021 – December 2022
- Spearheaded recruitment & onboarding for 100+ members; improved internal communication flow across 5 functional teams
- Introduced anonymous feedback initiative to boost team morale and transparency; retention of core members improved noticeably

Achievements

- **Certificate of Excellence** - for achieving an A+ in BUSINFO 710 & BUSINFO 718 (Advanced Project Management)
- **Top 3 Presenter** - CEO Investment Pitch – BUSINFO 717 (FinTech & Financial Intermediation)
- **1st Place** - Business 351 Industry Case Presentation