Curriculum Vitae

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Career Objective:

As an experienced Data Analyst skilled in data analysis, BI reporting, VBA, and Python programming, I am dedicated to providing efficient data analysis solutions and decision support for businesses. I aim to leverage my expertise at your company to drive business growth and optimize processes.

Professional Skills

- Data Analysis and Modeling: Proficient in Python, including NumPy, Pandas, Matplotlib, and Scikit-learn.
- BI Reporting: Experienced in using Tableau, Power BI, and other BI tools.
- Database Management: Skilled in SQL and Access.
- VBA Programming and Process Automation: Extensive experience in developing automated processes.
- Advanced Excel: Expert in advanced Excel functions and applications.
- Communication and Team Collaboration: Strong ability to work effectively with different departments.
- Project Management and Process Optimization: Proven track record in managing projects and optimizing workflows to ensure successful completion.

Working experience

Data Analyst | Shenwan Weida Co., Ltd.
                               2021/02 - 2024/06

1. Data Governance and Modeling: collected and cleaned business data, built and maintained database systems, ensured data quality and integrity; performed data analysis using Python, such as EDA and predictive analysis.
2. Data Visualization: Created charts and reports using Python to help non-technical personnel understand data; produced clear and concise visual reports to present data analysis findings, providing data-driven strategic recommendations to clients.
3. BI Report Development: Developed over 10 Tableau data reporting platforms, making data visualization and analysis more intuitive, reducing report generation time by 50%; implemented automated report generation processes, saving at least 10 hours of manual work weekly.
4. Capacity Building: Trained over 10 clients on using the BI reporting platform, wrote detailed user manuals and training materials, significantly enhancing clients' independent data analysis capabilities.

Systems Analyst | Shenzhen Qianhai Tiger Co., Ltd.
                                    2015/01 - 2021/01

1. Data Insights: Prepared monthly and annual reports, provided detailed analysis reports, and proposed 3 key business optimization recommendations.
2. Website Maintenance: Fully maintained the website system, updated information at least 5 times a week, resulting in a 30% increase in user visits within six months; implemented 3 key technical improvements, reducing page load time by 20% and decreasing bounce rate by 15%.
3. User Behavior Analysis: Analyzed customer browsing records to accurately identify 3 main customer behavior patterns, improved the recommendation system, resulting in a 15% increase in customer conversion rate.
4. SEO: Monitored search platforms and optimized search engine promotion strategies, resulting in a 10% increase in click-through rate, a 15% reduction in advertising costs, improved ranking of main keywords to the top 3 positions, and significant growth in organic website traffic.

Logistics Specialist | Logistics Dept. Walmart Global Sourcing
                                    2013/10 - 2014/12

1. Reporting and Analysis: Timely completion of monthly KPI reports, ensuring 100% accuracy, and providing optimization recommendations to drive departmental performance improvement.
2. Data Management: Maintained the logistics department's database and reporting system, developed VBA automation tools, reducing report generation time by 50%.
3. Processes and Projects: Participated in key projects such as OTD (On-Time Delivery) and MAAP (Must Arrive At Port) alignment, optimizing project processes to improve execution efficiency.
4. System Implementation and Training: Promoted Tableau, training over 20 users to proficiently use Tableau for data analysis, achieving a 95% user satisfaction rate.

Business Systems Analyst | William Sonoma Technical Co., Ltd.
                                    2012/06 - 2013/10

1. Systems and Application Development: Developed Access database applications for the quality department, improving report creation efficiency by 30%, and enhanced managerial visibility; extended to other departments.
2. Workflow Simplification: Simplified workflows for administrative, HR, and finance departments, reducing manual operations by 40% and improving work efficiency.
3. Return Rate Analysis Tool Development: Created a VBA tool to help country manager summarize product quality issues, extended to branches in Vietnam and Indonesia, improving efficiency in analyzing product quality issues.
4. System and Application Training: Provided Excel training for the customer service department, improving work efficiency by 20%; implemented the HR system OneHR, achieving 100% user adoption.

Maersk Group | 2006/01 - 2012/05

Senior Specialist | BPI Dept, Damco
                                 2011/06 - 2012/05

1. Leadership and Automation: Promoted to Senior Specialist in the Process
Optimization Department, fully responsible for developing and maintaining
automated applications across the branch. Created 10 VBA applications,
saving the equivalent of over 4 headcounts.
2. Database Development: Integrated processes and developed an SQL
database for the Walmart department, including space allocation and
shipment arrangements for bulk cargo, reducing daily workload by 25%.
3. Global System Implementation: Coordinated the deployment of the global
system "MyDamco" within the branch, including system testing, training, and
issue resolution, ensuring smooth system operation.
4. Special Project Coordination: Coordinated various special projects initiated
by the North Asia region and the Shenzhen branch, proposing system
enhancements to meet new requirements based on practical operations.

Executive | Walmart Dept, Damco
                                 2010/04 - 2011/06

1. Department Transfer: Transferred to the Walmart department, served as
Logistics Supervisor, rotated between BKG, CY, and other teams.
2. Customer Service: Managed import and export logistics processes in strict
accordance with SOPs, optimized operational procedures, provided
satisfactory customer service, and achieved zero errors.
3. Business Development: Expanded value-added services based on seller
customer needs, promoting business growth.

Senior Specialist | BPI team, Logistics Dept, GSC
                                 2007/05 - 2010/04

1. Promotion and Responsibilities: Promoted to Specialist in May 2007,
further promoted to Senior Specialist in early 2009. Led the deployment of
the new "Personal Efficiency" system, enhancing employees' self-awareness
and performance.
2. Process Improvement and Efficiency Enhancement: Developed VBA
programs as per business needs, organized business process discussions,
improved workflows, and increased production efficiency by 25% in 2008.
3. Project Management and Communication: Served as the liaison point
between the regional office and the global service center, coordinated
business transfers, developed project solutions, and researched and resolved
system issues.
4. Flowcharts and Forecasting: Created flowcharts, conducted business
volume forecasting, and prepared personnel requirement reports.

Project Assistant | Logistics Dept GSC
                                      2006/04 - 2007/04

1. Process Optimization and Training: Attended process optimization tool training at the Guangzhou branch, responsible for VBA program development, data analysis, reporting, and process optimization, saving the department 7.5 headcount in 2006.
2. System Support: Provided system, process, and project support for the shipping and logistics departments, collaborated with system super users to resolve file operation system issues.

Document Assistant | Logistics Department, GSC | 2006/01 - 2006/03

1. Quick Adaptation and Efficient Execution: Quickly familiarized with third-party logistics processes and document handling, provided 100% accuracy and timeliness for the most demanding client "Auchan."

Education:
Horticulture | Foshan University, Bachelor's degree | Sep 2000 - Jun 2004

Certificate:
CET-4
NCRE Level 2, C Language
NCRE Level 3, Network Technology