

Wentao Sun

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Summary

I am a junior at the University of Toronto majoring in Applied Statistics. I have a keen interest in data analysis and statistical modeling. During my studies, I have mastered various statistical tools including R, Python, SAS and Excel. I have good data processing and analytical skills and present data results clearly through visualization.

Education

University of Toronto

Expected graduation date: Jun. 2025

Honours in Bachelors of Science (H.Bsc.) | Applied Statistics

GPA: 2.77

Relevant Courses: Linear Algebra, Complex variables, Introduction Bayesian,
Partial Differential Equations and Methods of Data Analysis.

Professional Experience

GroupM

Shanghai, CN

E- Commerce Data Analysis

June 2023 - Aug 2023

- Responsible for extracting key metrics from the TikTok platform backend, including but not limited to user engagement, watch time, click-through rates, and conversion rates, providing data support for the e-commerce project.
- Designed and produced professional data visualizations and reports using tools such as Excel, SQL and Tableau, effectively presenting analytical findings to support decision-making.
- Offered data-driven recommendations for marketing strategies, aiding in improving advertisement efficiency and product conversion rates.
- Regularly communicated analysis outcomes and insights with the project team and management, providing data support for project adjustments and strategy optimization.
- Employed advanced data processing techniques, including data cleansing, transformation, and aggregation, to ensure analysis accuracy and data quality.

Leadership and Volunteering

Toronto Scotiabank Marathon

Toronto, CA

Volunteer

Oct. 2021

- Responsible for the preparation of materials for the marathon, including the publication of event brochures, the arrangement of water fountains, the preparation of emergency medicines, etc.
- Match the competitors and their related persons in charge and communicate the information according to the organizer's rules.

Technologies & Tools

Python, R, SAS, SQL, Microsoft Office Products