

ANSON LAU

Senior Operations Analyst

PROFESSIONAL SUMMARY

Analyst with 6+ years of experience driving sales and merchandising performance across eCommerce, wholesale, and retail channels in the fashion and lifestyle sector. Skilled at translating complex data into clear insights that improve product assortment, inventory health, and digital customer experience. Known for developing tools and dashboards that support planning, forecasting, and product storytelling. Experienced with Excel (Power Query, VBA), Power BI, Tableau, and ERP systems like NetSuite to support cross-functional teams.

SKILLS

- Merchandising & Product Strategy
- Sales Performance, Data Analysis & Business Insights
- Microsoft Excel (Power Query, VBA)
- Power BI
- Python (PANDAS, Matplotlib)
- Agile / Fast-paced Environments
- Product Assortment & Category Optimization
- Forecasting, Inventory Management & Inventory Analysis
- Tableau
- Team Leadership & Development
- ERP (NetSuite)
- Conversion KPI Tracking

PROFESSIONAL EXPERIENCE

SENIOR SALES OPERATIONS ANALYST 01/2025 to Current **Purple Brand**, Vancouver, BC

- Developed and implemented an EOQ-based demand planning model that reduced excess inventory by 25% while improving wholesale fill rate from 90% to 98%.
- Mentored and trained junior team members, including a Sales Coordinator and Inventory Analyst, to improve operational efficiency and analytical capabilities.
- Led ERP workflow redesign in NetSuite to track order cancellations, short inventory, and adjustments in real time, enabling faster sales team responses and driving a 6% increase in wholesale revenue for seasonal collections.
- Identified high-performing category and style trends through data analysis, informing design and production investment decisions that contributed to over \$20M in incremental revenue.
- Built dynamic dashboards in Excel and Power BI to monitor sell-through, inventory turnover, and conversion metrics, enhancing visibility for planning and merchandising teams.

SALES OPERATIONS ANALYST 02/2023 to 12/2024 **Purple Brand**, Vancouver, British Columbia

- Cleaned legacy data and partnered with cross-functional teams to standardize product attributes, enabling analysis by category, season, and channel across B2B and DTC.
- Developed accurate forecasting models to enable proactive resource allocation decisions, reducing overhead expenses significantly.
- Managed vendor relationships and negotiated contracts to ensure the timely delivery of high-quality products and services at competitive prices.
- Gathered and assessed data to promote insight into customer buying habits increasing our T-Shirt revenue by 15%.

SENIOR MERCHANDISE ANALYST (ECOMMERCE) 11/2020 to 12/2022

SUKU Vitamins, Vancouver, BC

- Ensured 99.5% product data accuracy across Amazon, Shopify, and Walmart channels, reducing cart abandonment due to listing errors.
- Delivered category performance insights that led to a 25% increase in conversion for top 10 SKUs and informed a major product line refresh.
- Automated weekly eCommerce dashboards using Power Query and Excel macros, saving ~8 hours/week and enabling real-time sales tracking.
- Developed data-driven insights into customer buying patterns, informing decision-making around product mix and pricing strategies.

MERCHANDISE ANALYST 09/2018 to 10/2020

Best Buy Canada (Head Office), Vancouver, BC

- Managed \$12M+ assortment across 300+ SKUs, optimizing pricing and inventory to increase gross margin by 8% over two fiscal years.
- Led vendor negotiations and promotional planning, resulting in a 5% YoY uplift in promotional sell-through during Q4 peak periods.
- Created Excel-based tracking tools that reduced manual analysis time and improved SKU-level promotion forecasting accuracy by 10%.
- Delivered ad hoc analysis for senior leadership, including IMU trends, markdown efficiency, and sales-to-inventory performance.

ASSISTANT MANAGER 08/2016 to 09/2018

J. Crew, Vancouver, BC

- Supervised a team of 10+ associates in daily store operations, achieving consistent monthly sales targets and maintaining top 10% regional customer satisfaction scores.

EDUCATION

University of British Columbia, Vancouver, BC

Bachelor of Arts, Interdisciplinary Studies – Economics/Commerce

Coursera

Google Data Analytics Certificate