ALEX MACKENZIE

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Toronto, ON

Data Analyst / Business Analyst

SKILLS

- Python (Pandas, NumPy, MatPlotLib, Plotly)
- R (tidyverse, ggplot2, dplyr, shiny, knitr)
- Microsoft Power BI (DAX, modelling, LOOKUP)
- Excel (XLOOKUP, Power Query, Pivot, VBA macro)
- SQL (MySQL, SQLite)
- Tableau (map visualizations, calculated fields)
- Financial Analysis (SAP, reconciliation, sales reporting)
- Statistics (survey design, regression analysis)

WORK EXPERIENCE

FINANCIAL DATA ANALYST – ZEISS Vision Care **–** North York, ON *November 2022 - Current*

- Developed an interactive sales map across Canada using **Python GeoPandas & Folium** libraries highlighting over- & underperforming area codes to direct monthly managerial reviews with sales reps resulting in **15% higher gross** sales
- Created an automated **Power BI dashboard** of customer orders using modelling & DAX calculations to track both recent & 13-week unit growth showing key brand & customer trends, prompting a **20% volume surge** through strategy alignment
- Produced Excel reports using Pivot & Power Query to improve customer service & support promotional campaigns
- Managed 5K customer accounts and led software migration through data-mapping in ERPs to maintain business function

QUANTITATIVE GENETICS RESEARCHER – University of Toronto – Sztepanacz Lab *September 2021 – June 2022*

- Used RStudio & Bash to create pedigrees & model genetic variation in simulated animal populations allowing the comparison of observed trait values with genetic underpinnings using multivariate matrix comparison
- Found similarity of phenotypic & genetic variation using PCA & subspace testing and plotted results with **R ggplot2 package**
- Designed an **award-winning poster** and presented novel findings at the OE3C 2022 conference at Queen's University

BUSINESS SYSTEMS ANALYST INTERN – Royal Bank of Canada – Toronto, ON *May 2020 –August 2020*

- Integrated Excel & ServiceNow to present software application health metrics to upper management allowing retrieval of key fiscal diagnostic trends among different business lines & operational areas, facilitating the presentation of Q4 data
- Developed teamwide **business analytics dashboard** in ServiceNow resulting in a total support case time reduction of **4%**
- Ran **SQL queries** to assess data needs and streamlined data pipelines between wealth management apps using Excel & JIRA

FOURTH DEGREE MASTER INSTRUCTOR – Kickstart Taekwondo – Etobicoke, ON *October 2016 – March 2020*

- Led classes with **>20 students** of all ages instilling discipline & confidence and promoting teamwork
- Directed martial arts training with pattern recognition & tailored strategies to master mobility & techniques

EDUCATION

HONOURS BACHELOR OF SCIENCE – University of Toronto *September 2018 – April 2022*

Statistics Major, Mathematics & Biology Double Minor
Relevant Coursework: Probability & Statistics II, Experimental Design, Applied Statistics, Data Analysis II, CFA L1 Candidate

PROJECTS

DRUG MISUSE ANALYSIS – University of Toronto ASA DataFest *April 2021*

- Extracted drugs most related to Canadian non-medical drug use (NMU) using **Python scikit-learn** library
- Identified regions of high NMU using **Tableau heatmaps** and fit generalized linear models (**GLMs**) of NMU

COVID-19 MOBILITY DASHBOARD – University of Toronto ASA DataFest *June 2020*

- Summarized temporal use of various landmarks & transportation modes during the pandemic in RStudio
- **Cleaned open-source data** and linked viral cases to transit use via multilayer maps in an interactive dashboard
- Refined reporting & visualization skills using both the **R plotly** package and **shinydashboard** package