

Angela Chen

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Data and Business Analytics, Stats, Data Science

Experienced analyst with 4+ years in data analysis, visualization, and automation in the cross-functional field of Data Science and Marketing. A business-minded analytical thinker for all time, best at translating business problems into data solutions with quick and concise messages for stakeholders to absorb.

Proficient in Python, R, Adobe Analytics, Power BI, Excel, SQL and so on. Studied at UBC in both areas of business (Bachelor's level) and data science (Master's level) with multiple outstanding student scholarships and Dean's Honor Roll.

Currently working at Lululemon as a digital analyst, with great passion for the retail industry and customer experience. Delivered multiple high-quality digital projects by requirement gathering from business leaders and providing data-driven solutions and insights.

WORK EXPERIENCE

lululemon

Vancouver, British Columbia, Canada • 07/2024 – Present

Digital Analyst

- Collaborated with cross-functional partners to design actionable metrics, presented compelling data findings to senior leadership, and influenced key strategic business decisions with a combined revenue impact of around \$25M.
- Analyzed e-commerce market growth and extracted data from Adobe Analytics, leading to data-driven optimization, strategic insights and data-informed priority shifting, with a budget save of about \$10M.
- Deep-dived into the customer experience by using Power BI, Quantum metrics and Adobe Analytics to story-tell the insights into guest behaviour and journey with a presentation to boost market growth with an estimated revenue opportunity of around \$20M.

University of British Columbia

Vancouver, British Columbia, Canada • 05/2023 – 09/2023

Senior Advanced Research Analyst

- Advised based on qualitative and quantitative research into ways to improve educational content adoption, and transformed findings into insights for leadership to quickly absorb, with a 99% satisfactory score from students.
- Built a presentation deck and prepared insights with data and a storytelling dashboard to deliver the knowledge the team gained from the research to the leadership within 1 day.
- Designed and distributed a survey from scratch, based on the research results and insights gained from interviewing the business/product owner, resulting in a \$125M project save.

ADP

Vancouver, British Columbia, Canada • 06/2021 – 09/2022

Consultant

- Collaborated on the creation of scorecards and dashboards with industry benchmarks, leading to a 25% reduction in data analysis time and a 30% enhancement in data visualization effectiveness.
- Contributed to standardizing analytics processes, resulting in a 20% increase in efficiency and a more cohesive People Analytics Consulting team.
- Developed and implemented a new end-to-end people data automation ETL product, reducing manual processing time from days to <1 minute using Alteryx, driving operational efficiency.
- Communicated and presented talent and people data findings to senior leadership, driving a 20% increase in workforce optimization initiatives.

PHS Community Services Society

Vancouver, British Columbia, Canada • 03/2021 – 06/2021

Human Resources System Analyst

- Enhanced ETL pipeline efficiency by 30% through proactive data modeling, resulting in faster HR data processing and improved people analytics.

- Leveraged data validation prototypes to ensure 100% compliance with regulations and accurate calculations in MS Excel for people analytics roadmap.
- Performed predictive analytics for forecasting demand and supply for the upcoming quarters to advise the leadership with a dashboard and research results backed quantitatively and qualitatively, with a time saving from a manual flow of 45 minutes/day.

Imperva
Technical Specialist

Vancouver, British Columbia • 11/2020 – 02/2021

- Consulted and liaised between cross-functional teams to analyze the market and built machine-learning models to predict trends, with an accuracy score of 99%.
- Educated and disseminated knowledge sharing on topics such as talent metrics and workforce insights to facilitate discussion between project teams, boosting productivity by 25%.
- Enhanced forecasting accuracy by coupling datasets and creating visualization using Microsoft suite, leading to a 20% improvement in resource planning.

PwC Canada
Associate, Consulting

Calgary, Alberta, Canada • 07/2019 – 07/2020

- Optimized data retrieval and data mining, reducing time by 40% via ETL and data migration, ensuring secure information handling and aligning with business needs.
- Improved tracking of the marketing data by collaborating with stakeholders to enhance established products, resulted in a 25% increase in project productivity with Power BI.
- Supported execution of strategic initiatives in collaboration with stakeholders by enhancing established products to increase the usability of tracking products cross-functionally for leadership with Power BI, with a revenue opportunity of \$12M.
- Supported all levels of the project team with recurring and ad-hoc requests with an efficient turnaround time, with a 100% satisfactory rating from all of the stakeholders.
- Wrote business reports and presented the findings from loyalty sales data for a client to showcase and guide stakeholders' decision-making and facilitated the discussion.

EDUCATION

Master of Data Science in Machine Learning and Statistics

The University of British Columbia • GPA: A+
09/2022 – 01/2024

Bachelor of Commerce (BCom) in Business Technology Management / Management Information Systems

UBC Sauder School of Business • GPA: A
09/2015 – 05/2019

Dean's Honour Roll
Outstanding Student Awards (Scholarship)
Chancellor's Scholar Designation

CERTIFICATIONS

Robotic Process Automation (RPA) Developer Foundation & Advanced

UiPath
07/2020 – Present

PROJECTS

People Analytics Research and Automation

06/2021 – 09/2022

Researched different vendors' offerings for product diversification and built a people analytics tool with automation.

Diabetes Classification Machine Learning Model

11/2023 – 01/2024

Predicting diabetes from health factors using Machine learning

SKILLS

- SQL
- Python
- R
- A/B Testing
- Power BI

- Microsoft Office
- Data Science
- Statistical Modeling
- Data Mining

- Report Writing
- Presentations
- Data Visualization
- Key Performance Indicators

- Web Analytics
- Data Management
- Marketing Strategy

- Data Analysis
- Communication
- Quality Assurance