

# Angela Chen

Vancouver, British Columbia • 7786813344 • mo.chen.canada@gmail.com • linkedin.com/in/datasciangela

## Consultant, researcher and analytical storyteller

Angela is an experienced consultant with 4+ years in market growth/expansion, strategy and market research, best at translating quantitative and qualitative findings and insights with presentations and visualizations. She is an analytical thinker, team player and quality-driven individual.

## 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.
- Presented the same research topic on the potential growth of customers with differently tailored aspects and styles to various stakeholders to customize and expedited the decision-making process by 50%.
- Contributed to standardizing analytics processes, resulting in a 20% increase in efficiency and a more cohesive People Analytics Consulting team.
- Experimented and then implemented the actionable options from market research for quarterly growth of the customer base of 20%.

### PHS Community Services Society

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

#### Human Resources System Analyst

- 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.
- Led continuous improvement process with documentation creation, optimizing performance management and project communications, resulting in a 15% increase in overall operational efficiency.
- Standardized the process by following the stakeholders' business requirements and both internal and external sources based on industry knowledge and research, improved the turn-around time by 25%.

### Imperva

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

#### Technical Specialist

- 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

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

### Associate, Consulting

- 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.
- 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 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 market and sales data for a client to showcase and guide stakeholders' decision-making and facilitated the discussion.

## SKILLS

- **Consulting & Research:** Consulting, Research, Presentations, Business Strategy, Communication, Analytical Thinking, Marketing Strategy, Market Research, Strategic Thinking, Key Performance Indicators, Microsoft Office, Report Writing, Business Planning, Requirements Gathering, Business Writing
- **Data & Insights:** Microsoft Excel, Power BI, Web Analytics, Data Analysis, Data Science, Data Visualization, HR Metrics, Data Management, Python, SQL, R, Machine Learning, A/B Testing, Statistical Analysis, RPA

## EDUCATION

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

UBC Sauder School of Business • GPA: A

09/2015 – 05/2019

## AWARDS & SCHOLARSHIPS

### Dean's Honour Roll

UBC

05/2019

### Sauder School of Business International Student Scholarship

UBC Sauder School of Business

10/2017

### Dean's Honour Roll

UBC Sauder School of Business

05/2017

### The Sauder School of Business International Student Scholarship

Sauder School of Business

10/2016

### Dean's Honour Roll

Sauder School of Business

06/2016

### UBC's Chancellor's Scholar Designation

05/2015

### UBC's outstanding international student Awards (Scholarship)

05/2015

## PROJECTS

### People Analytics Research and Automation

ADP as a consultant

06/2021 – 09/2022

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

## CERTIFICATIONS

### Robotic Process Automation (RPA) Developer Foundation & Advanced

UiPath

07/2020 – Present