BYRON FUNG

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SUMMARY

- Talented and versatile analytics professional with over 12 years of experience in the financial, retail, and loyalty marketing sectors
- Highly-motivated team player with strong project management and interpersonal skills, demonstrated by successfully completing multiple projects simultaneously with cross-functional teams
- Enthusiastic learner with a passion for problem-solving and an established track record of delivering complex analysis with experience in big data and cloud technologies

SKILLS & CERTIFICATIONS

- Certified Analytics Professional (CAP) – INFORMS
- SAS Certified Predictive Modeler Using SAS Enterprise Miner
- Experience with Python (pandas, NumPy), SQL, Databricks, PySpark, AWS, S3, Redshift, Github

RELEVANT EXPERIENCE

VP – ANALYTICS & DATA SCIENCE, FORMA.AI, 2019 – PRESENT

- Created the Analytics function at Forma to support customer operations in an agile environment
- Led various initiatives to increase operational efficiency, including implementing Databricks and Fivetran
- Integrated data science concepts with traditional sales performance management analysis to produce optimized Incentive Compensation plans

DATA ENGINEER, LOYALTYONE, 2018 –2019

- Support the development of pipelines for AIR MILES partner data using Python & Spark in Databricks, leveraging techniques such as bucketing and skew join optimization to enhance performance
- Develop the framework for a Metrics Factory where frequently used analytics are mapped across different partner data sets to a common dictionary to promote repeatability, reusability and standardization across teams
- Leverage the modular nature of Metrics Factory to productize and democratize analytics for LoyaltyOne and its partners, starting with the Promotion Effectiveness tool for partners and vendors

SENIOR DATA ANALYST, RUBIKLOUD TECHNOLOGIES, 2016 – 2018

- Lead a team of junior analysts in collaborating with retail clients and internal teams (Data Science, Engineering) to develop, implement and manage machine learning solutions

- Act as the retail process SME on the analytics team to map client datasets, business rules and promotion mechanics to generic data model
- Provide analytical insight into the performance of Rubikloud forecasting and CRM products to ensure customer success
- Prototype internal data products and new product features such as automated forecast validation and measurement tasks

EDUCATION

QUEEN'S UNIVERSITY, KINGSTON, ON (2014 – 2015)
MASTER OF MANAGEMENT ANALYTICS

UNIVERSITY OF TORONTO, TORONTO, ON (2006 – 2011)
BACHELOR OF APPLIED SCIENCE, INDUSTRIAL ENGINEERING

OTHER EXPERIENCE

GUEST LECTURER, RYERSON UNIVERSITY, TORONTO
ADVANCED DATA VISUALIZATION (APRIL 2018)

- Lecture topic: Best practices and industry examples for Data Science & Analytics graduate students

INTERESTING PROJECTS

SEASONAL CATEGORY REPLENISHMENT MODEL, RUBIKLOUD

What: Categorize seasonal SKUs based on criteria such as:
- Risk of stocking-out during critical holiday period due to under-forecasted demand
- Risk of margin loss from markdowns due to over-forecasting

Why: Improve product availability and inventory levels during the holiday period by recommending to:
- De-list certain items if a high proportion of volume sold was during markdown period
- Allocate more inventory to stores that stock-out often during the period