David Ly

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Experience

Business Analyst, Reporting & Analytics // loanDepot, Wholesale (October 2016 – Present)

- Decreased average loan process time by 1-2 days by increasing documentation gathering process by 35%
- Increased average team production of loans by 42% through measuring risk and analyzing productivity data
- Slashed average execution time for all stored procedures and queries by 1.5 – 10x depending on the size
- Led cross-functional teams in multiple projects to develop and track new KPIs for operational efficiency
- Pioneered team's transition to become more data-driven by implementing prediction/forecast models using R

Social Media Digital Analyst // Project HEAL (May 2016 – December 2016)

- Increased digital engagement by 2.5x by conducting analyses to identify new web KPI measurement plans
- Developed a comprehensive social media reporting dashboard that addressed new insights across platforms

Customer Satisfaction (Business) Analyst // Kia Motors America (March 2016 – July 2016)

- Analyzed customer feedback to identify data trends which increased CSI rank by 1 in the J.D. Power study
- Improved service scores by an average of 30 points by conducting risk assessments for individual dealerships
- Project management for the Elite Service program through design, website QA testing, and data management
- Designed queries in internal databases such as AS/400, Microsoft Access, and SAP for new business inquiries

Junior Business Analyst // Twelve Springs, LLC. (July 2015 – July 2016)

- Revised marketing operations to improve brand performance, saving company over $5,000 in 4 months
- Implemented strategies to increase average revenue by 1.5x and marketing/sales metrics by 2x in 2 quarters
- Led team in reporting to executives and presented new marketing methodology which was adopted to improve online presence, brand awareness, and rate of business inquiries
- Created all SQL queries and worked alongside third party vendors to build pipeline for performance reports

Business Development & Marketing Associate // UCI Kababayan (September 2014 – June 2015)

- Forecasted quarterly profits and implemented new marketing strategies which led to a $3K increase YoY
- Secured top sponsorships for organization events from major companies such as Lollicup, Seafood City, and San Miguel

Technical Skills/Tools

Microsoft SQL (Stored procedures, temp tables, advanced joins, functions, tables, indexes, etc.)

R Programming (Functions, modeling, debugging, styling, data cleaning & wrangling)

Tableau (Advanced visualizations, calculations, LOD expressions, dashboard designing and reporting)

Statistics/Machine Learning (Hypothesis testing, linear & logistic regression, decision trees, random forest)

Business Intelligence (SSMS/SSRS/Alteryx)

Excel (Vlookup, PivotTables, formulas, tables, graphics, dashboard reporting, and conditional formatting)

Projects

Kaggle Competitions - Prediction Models
Predicted house prices and survival rates
- Statistics/Machine Learning
- Feature Engineering
- Data Analysis
- Cross-Validation

Cryptocurrency Analysis
Visualized popular cryptocurrencies
- Tableau
- R Programming

Ghostbusters DVD Sales Analysis
Forecasted scenarios of future DVD Sales
- Excel
- PowerPoint

Education

University of California, Irvine // Bachelor of Arts in Economics and Minor in Psychology
DataCamp // Data Analyst with R Certification