

Dea Wang

Product Data Analyst & Business Analyst

+1 905-724-0809

deawyk@gmail.com

Toronto, Canada

Technical Analyst experienced in conceptualizing and pitching actionable insights through data analysis, improving process efficiencies, and developing, operationalizing, and measuring strategic goals. Skilled in creating intuitive BI visualizations and writing clear, effective, and optimal documentations and codes.

Strengths:

- Strong understanding of the relational nature of business applications
- Well-honed leadership, public speaking, and communication skills
- Breath of knowledge in data preparation, requirement analysis, stakeholder management, SDLC, and Agile methodologies

WORK EXPERIENCE

Property Administrator & Customer Experience Lead | Oxford Properties Group, *Toronto ON* **Nov 2019 – Present**

- Consolidate, reconcile, and assume ownership of all PA data; provide training, feedback, and support to all end-users
- Conduct financial analysis on sales and operating data to draw insights, detect patterns, produce forecasts and estimations
- Build and foster client relationships and manage ad hoc requests for data pulls cooperatively with Accounting and Leasing
- Cleared over 18 months of backlog in first 8 weeks; developed procedure to detect and remove critical impediments
- Advocated for and facilitated the rollout of new application expected to save 200+ man-hours per annum per site
- Customer Success experience cultivated a customer first mindset and a knack for conflict resolution via communications

Assistant Manager, Streaming Services | Warner Music Canada, *Ottawa ON* **Dec 2018 – Jul 2020**

- Collaboratively led cross-functional teams of data scientists, engineers, and SMEs in development and deployment of new feature and pipelines in an Agile environment and monitored its operational effectiveness throughout its product lifecycle
- Pushed the boundaries of industry best practices – re-designed a suite of bespoke dashboards and automated reports and established new KPIs and weekly/monthly targets using tools including Excel, MySQL, and Power BI
- Led ideation sessions with internal stakeholders to define current and future state and established on-premise solutions
- Pro-actively communicated with internal business clients to analyze functional requirements and deliver artifacts as needed: BRDs, functional specifications, data specifications, use cases, workflow analysis, metrics, reports, UI designs etc.

Database Administrator & Program Manager | Multicultural Youth Canada, *Toronto ON* **May 2015 – Dec 2018**

- Successfully migrated sales process onto the Zendesk platform and integrated cross-departmental marketing automations
- Independently managed and facilitated all system administrator requirements
- Evaluated architectural improvements and permission structures in compliance with organizational Data Governance Policy
- Conducted user research and formulated and iterated SEO content based on user and business needs accordingly
- Created technical documentations including database schemas and data dictionaries

Research Assistant, Operations Research | Baycrest Health Sciences, *Toronto ON* **Summer 2013**

- Led employee capacity planning assessment and workload projections for implementation of new workflow process

PROJECTS

Pro Bono Data Consultant | Catchafire, *United States* **Jan 2021 – Present**

- Developed, pitched, and implemented strategic initiatives comprising guiding numerous non-profit organizations through technological change, organizational restructuring, infrastructure scaling, and data optimization
- Concurrently led four project teams, utilizing prioritization, time management, and multitasking skills

EDUCATION

Toronto Institute of Data Science and Technology **Postgraduate Diploma, Business Intelligence and Data Analytics**

GPA: 3.8/4.0

June 2021

Western University

Dean's Honors List, Continuing Scholarship for Academic Excellence

B.A., Honors Specialization in Economics

Class of 2015

TECHNICAL SKILLS

- Excel, SQL, Power BI, Tableau, MSFT data ecosystem
- Office365, SharePoint, Visio, Acrobat Pro DC,
- JIRA, Asana, Git, Slack, Miro
- PowerPoint, Canva, Trello, Notion, Adobe Creative Cloud
- Python data science stack, ETL, API requests, Linux CLI, Regression, KNN, PCA, CSS/HTML
- Zendesk, Salesforce, Google Suite/BigQuery/Analytics
- Oracle JD Edwards

CERTIFICATIONS

- Certified ScrumMaster (CSM)
- Microsoft Certified: Power Platform Fundamentals
- UWaterloo Math Contest Top Score (99.8 percentile)
- HubSpot Email Marketing Strategist

CONFERENCES

- #DataSmart at OMERS
- Power BI Summit 2021
- Tableau Live Americas 2021
- IBM Modern Data Science with Watson Studio

INTERESTS

- Personality Psychology
- Food and Fitness
- Tech
- Reading
- Writing
- Venture Capital
- Asian-Pacific Emerging Markets
- Classical Music
- ProductHunt.com

MOOCs

- Microsoft Learn
- Udemy – Python Bootcamp
- Udemy – Python for Machine Learning Bootcamp
- Udemy – Retail Real Estate Investing
- edX – MicroMasters in Statistics and Data Science
- Coursera – Business Foundations Specialization
- Coursera – Google Data Analytics
- Dataquest

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Product Owner & People Enthusiast

Technical Product Manager experienced in building user-oriented product experiences and creating collaborative, synergistic environments to maximize the potential of her product and her team. Skilled in finding actionable insights through data analysis, improving process efficiencies, and leading, operationalizing, and measuring strategic goals.

Key Strengths:

- Strong understanding of the relational nature of business applications
- Well-honed leadership, public speaking, and communication skills
- Breath of knowledge in data analysis and governance, SDLC, stakeholder management, and Agile methodologies

WORK EXPERIENCE

Property Administrator & Customer Experience | Oxford Properties Group, *Toronto ON* **Nov 2019 – Present**

- Foster relationships between 40+ accounts and manage ad hoc negotiations cooperatively with Leasing and Accounting
- Conduct financial analysis on sales and operating data to draw insights, detect patterns, produce forecasts and estimations
- Advocated for and facilitated the rollout of new application that is expected to save 200+ man-hours per annum per site
- Cleared over 18 months of backlog in first 8 weeks, developed procedure to detect and remove critical impediments
- Customer Experience role cultivated a consumer first mindset and a knack for conflict resolution via communications

Associate Product Manager, Streaming Services | Warner Music Canada, *Ottawa ON* **Dec 2018 – Jul 2020**

- Collaboratively led cross-functional teams of data scientists, engineers, and SMEs in development and deployment of new feature and pipelines in an Agile environment and monitored its operational effectiveness throughout its product lifecycle
- Led ideation sessions with internal stakeholders to define current and future state and established on-premise solutions
- Pushed the boundaries of industry best practices - re-designed and revamped a suite of bespoke dashboards and automated reports and established new KPIs and weekly, monthly, and annual targets
- Pro-actively communicated with internal business clients to analyze functional requirements and deliver artifacts as needed

Database Administrator & Program Manager | Multicultural Youth Canada, *Mississauga ON* **May 2015 – Dec 2018**

- Successfully migrated sales process onto the Zendesk platform and integrated cross-departmental marketing automations
- Independently managed and facilitated all system administrator requirements
- Evaluated architectural improvements and permission structures in compliance with organizational Data Governance Policy
- Conducted user research and formulated and iterated SEO content based on user and business needs accordingly
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- Office 365, SharePoint, MS Team, Visio, MSFT data ecosystem
- Zendesk, Salesforce, Adobe Acrobat Pro, Adobe Creative Cloud, Oracle JD Edwards
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- Food and Fitness
- Tech
- Reading
- Writing
- Venture Capital
- Asian-Pacific Emerging Markets
- Classical Music
- ProductHunt.com

Participated in workshops with partners to gather requirements and develop low/high fidelity wireframes

Expanded and managed new distribution channels

front and backend operations

- Facilitated multi teams to support implementation and operational effectiveness of technology change strategie

reports, and user-interface layouts and designs

using data visualization tools including Excel, Power BI and PowerQuery

- Led engagements with clients to complete transactions in dynamic, fast-paced environments, exceeded target by 180%.

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Design and develop bespoke dashboards leveraging Microsoft BI capabilities using SQL Server, PowerApps, PowerAutomate flows in Power BI to transform complex data sets into actionable visual insights.

Dea Wang | deawy.github.io

KEY ASSETS

- Strong understanding of the relational nature of business applications, essential when querying data
- with collaborating teams and multiple partners such as product managers, engineers, senior management, and stakeholders
- Look to create collaborative, synergistic environments with focus on maximizing team success
- Strong affinity for learning, conducting market research, and adapting to change
- High level of accuracy and attention to detail
- Possess resilience and tenacity when tackling challenges and problem solving
- Take ownership of projects far beyond pay grade and defined scope of responsibilities
- Self-starter, entrepreneurial, get things done
- Bonus product management and educator acumen from early career
- the MSFT data and analytics ecosystem

Identify root causes for errors

perform user acceptance testing

create documentation and investigate quality to ensure governance standards.

- Analyze regarding Customer Experience goals, process efficiencies, and CRM best practices through focus groups and
- Designed database schema to improve process efficiency for property services and amenities
- Discovered granular data increased accuracy tracking provision of services and amenities.
- Manage relationships with key accounts to cross-promote products and promotions to support revenue growth
- Planned, led, coordinated and monitored team efforts during all phases of high impact agile projects and manage the planning, development and presentation for multiple fast paced operations teams.

- Performed analysis for pricing recommendations, to simulate AB tests on new product features to distill trends and anomalies.
- Led cross-functional teams in executing and monitoring operational effectiveness of product launch and marketing campaign operating in an Agile development environment.
- Led conversations with internal stakeholders to better understand all aspects related to current and future reporting and established business requirements to develop Microsoft cloud and on-premise solutions
- Created advanced SQL scripts and automated existing reports by querying data from various databases, performing ETL, designing and developing dashboards using data visualization tools including Excel, Power BI and PowerQuery
- using frameworks key operation & financial data opportunities and market gaps
- strategic roadmap to internal stakeholders including high- positioning and competitive analysis of individual products and Porter's five forces & value chain frameworks

Business Intelligence Developer | Henan IE Business School, Zhengzhou, China

- Led the requirements gathering, integration and communication, design and analyze solutions, for adhoc institutional reporting or to replace and improve current reporting routines.
- Pro-actively communicated with internal business clients to analyze functional requirements and deliver the appropriate artifacts as needed: business requirement documents, functional specifications, data specifications, use cases, workflow analysis, metrics, reports, and user-interface layouts and designs.

Marketing Analyst Intern

May 2014 - Aug 2014

- Design data solutions aligned with long-term architecture and technology strategy using Microsoft Azure and Microsoft Power Platform for cloud development.
- Participate in the development life cycle from start to completion - requirements analysis, development, testing, and deployment.
- Leading workshops with stakeholders to gather requirements and develop low/high fidelity wireframes.
- Deploying ETL pipelines to achieve a high level of reliability, scalability and security.
- Sourcing, transforming and delivering structured and unstructured assets for use in Azure Synapse Analytics Azure Data Factory, Azure Databricks, Logic Apps, and Power BI.
- Operating in an Agile development environment.
- Developing and monitoring Power BI Premium Dataflows to gather, transform and democratize structured and unstructured data assets.
- Developing Power BI datasets by applying best-practice semantic modeling techniques
- Supporting new Power BI users by running various internal community initiatives such as presentations, hands-on workshops, or troubleshooting end-user obstacles. Achieved by initiating Power BI Dashboard in a Day (DIAD) org wide with over 150 users trained.
- Ensure architecture will support the requirements of OMERS security business.

- Provide ongoing support for Data Governance capabilities such as metadata management, data quality and data stewardship/reporting.
- Pro-actively communicate and collaborate with internal business clients to analyze functional requirements and deliver the appropriate artifacts as needed: business requirement documents, functional specifications, data specifications, use cases, workflow analysis, metrics, reports and user-interface layouts and designs.
- Lead conversations with various stakeholders to better understand all aspects relating to current and future reporting requirements and establish business requirements to develop Microsoft cloud and on-premise solutions
- Design and develop bespoke dashboards leveraging Microsoft BI capabilities using SQL Server, PowerApps, PowerAutomate flows in Power BI to transform complex data sets into actionable visual insights.
- Implement solutions using industry best practices for the management and transformation of data
- Work with senior members in RFP and RFQ proposals to demonstrate the possibilities by the latest developments in Microsoft Data & Analytics technologies
- Provide on site and travel to deliver training on PowerBI application use and capabilities
- Participate in and support governance and master data management initiatives
- Create technical documentation for source to target mappings and designing Entity Relationship Diagrams
- Stay up-to-date with new technologies that can enable deeper and more substantive insights by attending tech conferences and user groups
- Strong understanding of architecture and implementation of Azure SQL, Azure Data Factory, Azure Data Lake Store, Azure Data Lake Analytics, Azure SQL Data Warehouse and Azure Analysis Services.

Business Analyst

- Plan, lead, coordinate and monitor team efforts during all phases of high impact agile projects and manage the planning, development and presentation for multiple fast paced operations teams.
- Develop and maintain a suite of automated reports on technology systems for established weekly, monthly and quarterly needs against SLAs and financial performance targets.
- Lead the requirements gathering, integration and communication to design and analyze solutions for adhoc corporate reporting or to replace and improve current reporting routines.
- Convert advanced data sets into insights for better decision making, own the design, development and maintenance of ongoing reports, data visualizations, BI systems and solutions.
- Proactively analyze and work within cross functional teams for testing new applications, configuration changes, querying scripts and BI capabilities in Microsoft PowerBI, Tableau and other enterprise class visualization reporting tools.

IT Tools Analyst, Managed Services

- Create advanced SQL scripts and automate existing reports by querying data from various databases, perform ETL, design and develop, dashboards using data visualization tools like Excel, Power BI and PowerQuery
- Onboarded business client accounts in four months, 400% increase in efficiency from previous onboarding rates.

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- Accountable for developing, pitching, and implementing broad strategic initiatives comprising guiding CIBC through technological change, organizational restructuring and business optimization
- Led sector coverage research to identify and prioritize five year strategic roadmap, prioritizing cloud investments in SaaS, IaaS, and PaaS. Research and related pitch resulted in alignment in investment spend with sector Senior Vice President
- Collaboratively led cross-functional teams to support implementation and operational effectiveness of technology change strategies
- Led ideation sessions with internal stakeholders to identify and prioritize current state opportunities and challenges to develop CIBC Lending Strategy
- Led CIBC through transformational change to meet the lending challenges of a modern client and world. Opportunities were supported with data analysis to develop DCF modelling for strategic investment justification, resulting in alignment on strategic roadmap
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- Independently led fraud savings optimization analysis to identify savings opportunities and developed implementation roadmap driving in excess of \$300k in annualized savings
- Led employee capacity planning assessment and workload projections for implementation of new feature launch: Pay Debt with Points for CIBC Credit Cards. Assessment resulted in strategic shift to increase hiring in an effort to maximize potential solution results

Goldman Sachs, Hong Kong, HK

July 2017 – March 2018

Prime Brokerage Capital Introduction - Analyst

Organized a hedge fund forum for 65 hedge fund managers, 250 hedge fund allocators, representing \$377bn total assets
Advised portfolio managers of hedge fund startups on how to construct and present their pre-launch pitch to investors
Provided client analytics on hedge fund industry terms and fees, peer analysis, monthly performance, investor landscape

Goldman Sachs, New York, NY

June 2016 – August 2016

Securities Division Summer Analyst

Researched potential for Goldman Sachs to enter the private equity secondary market as the first institutional player
Presented a stock pitch on WH Group (0288.HK, \$136B market cap) to a panel of 15 junior and senior colleagues
Analyzed and presented hedge fund trends and themes from data collected through ADV forms filed with the SEC

College Outside, Boulder, CO

August 2015 – June 2016

Sales, Marketing, and Business Development Intern

Increased sales by 59% in first four weeks, a 665% increase in efficiency from previous sales rates
Cultivated business relationships with clientele in the collegiate outdoor industry and managed existing client accounts
Managed both front end and back end operations including SEO, Google Analytics, website, creating marketing material

State Street Corporation, Boston, MA

June 2015 –

August 2015

Global Relationship Management Summer Analyst

Analyzed and presented solutions for how capital ratio regulations (ESLR) would affect client excess cash deposits
Consolidated contact information of top 42 client companies' executives for State Street's Relationship Managers

Participating in workshops with partners to gather requirements and develop low/high fidelity wireframes

- Developing and monitoring Power BI Premium Dataflows to gather, transform and democratize structured and unstructured data assets
- Developing Power BI datasets by applying best-practice semantic modeling techniques
- Building visually stunning reports that clearly communicate an effective story
- Participating in solution build, delivery, support and troubleshooting

- Provisioning and managing resources of Premium Capacity
- Establishing Enterprise Data Access infrastructure through managing the Power BI / Power Platform On-Premise Data Gateway
- Usage Monitoring and Auditing Organizational
- Operating in an Agile development environment
- Communicating effectively with analysts and various partners across multiple teams and with various other partners such as product managers, data engineers and members of senior management
- Managing change and communicating impacts to partners and fellow team members
- Facilitating collaboration and sharing through best practices of delivering and sharing content

- Identifying, defining and implementing opportunities for improving existing processes

- Exhibiting the ability to work on multiple projects simultaneously and ensuring timely delivery

- Leading the Power BI Community of Interest to review the latest features and updates

- Collaborating with other teams and establishing Power Platform Governance and Support

To succeed in this role, you have Professional

- Experience. 3+ years solving complex technical projects as a full-stack (M & DAX) Power BI developer

Industry Knowledge of best practices learned from MVP & Product Team articles and Investments/Finance.

- Demonstrated success building deep technical relationships and aligning expectations across various partners.

- Problem-Solving. The ability to trace data lineage and resolve technical issues with minimal direction.

A depth of Power BI experience wrangling complex data using M functions and developing sophisticated semantic logic using DAX expressions

- Connect/Transform. Knows what “M” is, how to merge, append, and perform more advanced UI transforms

- Model. Basic knowledge of dimension / fact tables and can identify them in a dimensional model. Comfortable with simple DAX, knows the CALCULATE function well and can explain how it works.

- Visualization. Recommends appropriate visualizations to answer business questions and references examples of published materials that explain how to choose a visual. Proficient at all ways to manipulate look & feel.

- Admin/Architecture. Has experience configuring Administrative features in the tenant. Knows how to install and manage a gateway. Basic levels of understanding of licensing.
- Embed/Custom Visuals. Understand that Power BI can be embedded internally and knows how to add and share in Teams.

•, with Subject Matter Expertise in two or more of the following items

- Power BI Service administration

- Power BI Desktop

- Tabular Editor and DAX Studio

- SSAS Tabular

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front and backend operations

- Facilitated multi teams to support implementation and operational effectiveness of technology change strategie

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