# Dea Wang
### Data & Business Analyst

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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:
o   Strong understanding of the relational nature of business applications
o   Well-honed public speaking and communication skills
o   Breath of knowledge in data preparation/cleansing, performing ETL, requirement documentation/elicitation/analysis, SDLC, and Agile methodologies

## EDUCATION

**Toronto Institute of Data Science and Technology**     **Postgraduate Certificate, Business Intelligence and Data Analytics**
GPA: 3.8/4.0                                                                                                         *June 2021*

**Western University**                                                        **B.A., Honors Specialization in Economics**
Dean's Honors List, Continuing Scholarship for Academic Excellence                                 *2010 - 2015*

## WORK EXPERIENCE

**Property Administrator & Customer Experience Lead** | Oxford Properties Group, *Toronto ON*        **Nov 2019 – Present**
- Input, 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 perform ad hoc requests for data pulls cooperatively with Accounting and Leasing
- Cleared over 18 months of backlog in first 8 weeks; identified and removed impediments resulting in improved efficiency
- Advocated and facilitated the rollout for technological transformation expected to save 200+ man-hours per annum per site
- Customer Success experience provided a strong customer first mindset and a working knowledge of the allocation and distribution procedures of property services and amenities in dynamic, fast-paced environments

**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 the project lifecycle
- 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, wireframes etc.
- Designed, developed, and maintained a suite of bespoke dashboards and automated reports for establishing weekly, monthly, and quarterly needs against KPIs using tools including Excel, mySQL, and Power BI/PowerQuery
- Led ideation sessions with internal stakeholders to define current and future state and establish on-premise solutions

**Database Administrator & Program Manager** | Multicultural Youth Canada, *Toronto ON*        **May 2015 – Dec 2018**
- Independently managed and facilitated all system administrator requirements
- Evaluated architectural improvements and permission structures in compliance with organizational Data Governance Policy
- Successfully migrated CRM process onto the Zendesk platform and integrated cross-departmental marketing automations
- 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
- Identified root cause for errors, conducted elicitation interviews, confirmed & communicated results to internal stakeholders

## 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

## TECHNICAL SKILLS

- Excel, SQL, Power BI, Tableau, MSFT data ecosystem, Office 365, SharePoint, MS Team, Visio, Azure
- Google Suite, BigQuery and Analytics; Adobe Acrobat Pro, Adobe Creative Cloud; Oracle JD Edwards
- CRM & ERP: Zendesk, Salesforce, Dynamic 365; JIRA, Asana, Git, Slack, Miro
- Python data science stack, ETL, API requests, Linux CLI, Regression, KNN, PCA, CSS/HTML

## CERTIFICATIONS

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

## CONFERENCES

- Power BI Summit 2021
- Tableau Live Americas 2021
- IBM Modern Data Science with Watson Studio

**INTERESTS:** Food and Fitness, Tech, Venture Capital, Blogging, Podcasts, Asian-Pacific Emerging Markets, Classical Music

**MOOCs:** Microsoft Learn, Udemy, edX MicroMasters in Statistics and Data Science, Coursera Google Analytics, Dataquest