

# Christy Yiran Chen

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[LinkedIn](#)

Highly skilled and experienced professional with a proven track record of delivering **business intelligence solutions** across diverse industries, including **financial services, corporate finance, retail banking, marketing** and **CRM**. Possesses a deep understanding of DW, with a strong ability to **analyze, present complex data in a simple and meaningful way**.

## Core Competency

- |                        |   |
|------------------------|---|
| ✓ Financial Reporting  | ✓ BI: <b>Power BI, Tableau</b> , Google Analytics,              |
| ✓ Customer Transaction | ✓ Reporting <b>Automation</b>                                   |
| ✓ Business Requirement | ✓ <b>Snowflake, Databricks, SAS, Azure Data Factory</b>         |
| ✓ Marketing Campaign   | ✓ <b>TSQL</b> , Python, SparkSql, PySpark, R, Access, Excel VBA |
| ✓ Budget & Forecasting | ✓ <b>Jira</b> , Confluence, ServiceNow, draw.io                 |

## EXPERIENCE

### Consultant, Cloud Implementation | EDPYPF Services Incorporated.

Mar 2023 – Present

- ◇ Presented Snowflake Environment PoC for management evaluation of Data Warehouse platform.
- ◇ Integrated [Azure ADF](#), Function, and Power BI with Snowflake, enabling seamless data flow.
- ◇ Converted TSQL procedures to Snowflake procedures for smooth migration.
- ◇ Conducted data profiling and gap analysis, leveraging customer behavior data in Snowflake.
- ◇ Created semantic views for comprehensive understanding of customer behavior data.

### Data Analyst Intern, Marketing Analytics | EDPYPF Services Incorporated.

Sep 2022 – Mar 2023

- ◇ Delivered 2 comprehensive **BRDs** by gathering requirements, identifying **KPIs**, and providing detailed specifications
- ◇ Improved **campaign targeting accuracy by 10%** through PBI [customer segmentation](#) dashboards
- ◇ Developed **customer migration dashboard** with 9M+ transactions, improving business monitoring.
- ◇ Achieved **10% YoY cost savings** through **trending, comparison & top-n** analyses via an **expense control dashboard**
- ◇ Conducted business analyses on [sales performance](#), **Campaign, subscription, market share** and **competitors**
- ◇ Improved **reconciliation accuracy by 30%** through test planning, case design, scripting and issue tracking

### Analyst Intern | ZGC Smart City Co. Ltd

Oct 2021 – Aug 2022

- ◇ Automated **department-level Access & Excel reporting**, improving efficiency by **85%**.
- ◇ Delivered Monthly **Financial Income Statement** report design, automation and publishing to Database using VBA.
- ◇ **Visualized & cleaned** patients' relationships data via Neo4j & MySQL to prevent infection chain expansion
- ◇ Extracted, transformed and loaded **200k+ Real Estate data** daily into **PostgreSQL DB** using **Python**
- ◇ Created **daily summary dashboard** of average 50+ reported cases for Patients Contract Tracker project.

### Investment Analyst Intern | Galaxy Securities

May 2021 – Jul 2021

- ◇ Designed financial research questionnaire and presented key findings at weekly consumer review meeting.
- ◇ Collected and analyzed financial market data from multiple sources in **Excel** and **R** to extract insights.
- ◇ Conducted **regression analyses** to identify **correlations** between sales data, stock market index & consumers.
- ◇ Submitted analysis report on REIT "**First Listing Day**" by analyzing a 3GB Wind financial data.

### Customer Representative | HUAXIA Bank | Kunming, China

Jul 2020 – Sep 2020

- ◇ Advised 100+ clients on LPR conversion and assisted with **credit card** applications, recommending tailored financial products to fulfill their financial needs, such as **GIC, Mortgage** and **trading** related.

## ACDEMIC PROJECTS

- ◇ Bella beat Smart Device Marketing Strategy Analyses & Visualization ([GitHub](#))
- ◇ Market Share Analysis – Big Buy Retail Sales ([GitHub](#))
- ◇ Business Case for The Source – Prepaid Acceleration through self-stores vs. Third Party Store ([GitHub](#))

## EDUCATION

### Bachelor of Science, Statistics & Economics

University of Toronto

Sep 2017 – May 2021

- Coursework: Data Analysis, Introduction to Computer Programming, Method Data Analysis, Financial Economics

**Certificates:** 1- Google Analytics Advanced - Digital Marketing Campaign KPI Analyses (Dec 2022) | 2- Databases and SQL for Data Science with Python (May 2022) | 3- Forage KPMG Data Analytics Consulting Virtual Internship (2022)