

Cheng(Alex) Zhao

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Core Competencies

- Plentiful **industrial experience** in **business & data analytics**, strong **communication skills** with clients and third parties.
- Solid experience in **IT Consulting, Marketing & CRM, Campaign** analysis
- Handful skills in **data cleaning** using SQL, Python and **data visualization** using Tableau & Power BI.
- Great team player with exceptional attention to detail and strong project coordination; excelled at problem-solving.

Work Experience

Junior IT Consultant, EDPYPF Services Incorporated., Markham, ON

Jun 2020 – Jan 2021

- Identified business categories and customers that new bank product launches upon with segmentation analysis using python, SQL & Tableau; provided and supported end to end prototype design, implementation as a data analyst.
- Prepared dashboard proof of concept for customer behavior & Marketing campaign analysis and presented to clients.
- Data gap analysis to identify master data quality issue by looking up in multi-value field with 2 million rows using VBA and improved performance on reducing processing time of 95% using python.
- Monthly Financial report automation process design and development using access, excel, VBA, VBS.
- Summarized workflow for business process, technical design and knowledge transferring.
- Project Coordination among different projects on planning, arranging resources, project changes & cost management.
- Delivered the impact analysis of COVID-19 on workforce market for consulting firm.

Environment: Azure SQL DB, Tableau, PowerBI, Python, Access, Excel, VBA, VBScript

Parts Advisor, Subaru Scarborough, Toronto, ON

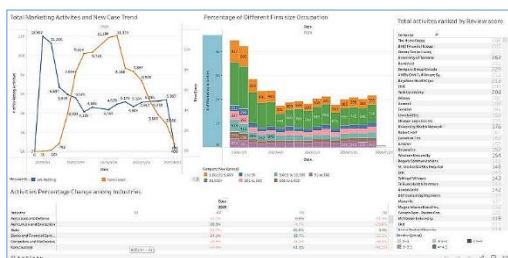
Jun 2019 – Apr 2020

- Managed daily & weekly inventories, ordering of parts, accessories for Subaru high end model of cars, trucks and SUV's.
- Assist with developing and implementing process changes aimed at increasing revenue, decreasing customer issues and improving individual and team performance.
- Utilized the ADP (billing system), processing and controlling orders and monitoring inventory levels.
- Automated process to upload invoices from excel to SQL Database using VBA;
- Monitored daily KPIs, such as ordering lead time, pricing, average on-hand, inbound and outbound to improve efficiency.
- Supply valuable reporting and metrics on inventory and sales.

Environment: Parts Management System, Tableau, Excel, VBA

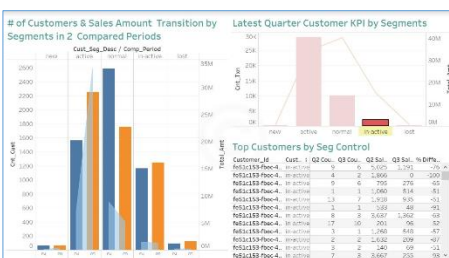
Projects

Impact of Covid-19 on workforce market



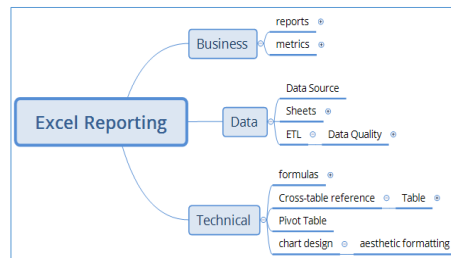
- ✓ Requirement collection & Data processing
- ✓ Dashboard of insight & presentation
- ✓ Active in HealthCare, Insurance, Supply Chain

Targeted Campaign for lost customers



- ✓ Category, Campaign & Merchant analysis
- ✓ Transaction based CRM & RFM
- ✓ Customer loyalty, cross-selling, migration

Enterprise Excel Reporting



- ✓ YoY, Same period previous year analysis
- ✓ Access & Excel Reporting Automation
- ✓ Functions, VBA, Dependency, Scheduling

Academic Study & Research Projects

Correlation of 3rd Party Tutoring & Performance

University of Toronto

Mar 2019 - Apr 2019

Customer clustering analysis, Survey design and consolidating Data into Database; Data cleansing, normalization and labeling using python for model data feed; Data visualization using Tableau to reveal the fact that was used as a guide for new graduates.

Handwriting Image Recognition Project

University of Toronto

May 2018 - Jun 2018

Hands on MNIST handwritten digit database; Machine Learning Recognition Process optimization and python code enhancement; Python to encode with data cleansing, training, testing, fitting model and parameter tuning.

Education

Bachelor of Science, Mathematics & Statistics

University of Toronto

Sep 2017 – Jun 2020

Coursera Course: Statistic with Python - University of Michigan

Dec 2019

Coursera Course: Machine Learning - Stanford University

Sep 2019