MARGUERITE MEI

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Core Competency

Analytics	Business	Data	Reporting	Qualification
✓ **Critical Thinking**	✓ **Financial Analysis**	✓ Data model	✓ **PBI Dashboard**	✓ Team sprit
✓ Data, Fact based	✓ **SAP** Order-to-Cash	✓ Data ETL	✓ Operational	✓ **Collaboration**
✓ Descriptive| Predictive	✓ **CRM**	✓ **Data visualization**	✓ Ad hoc report	✓ Agile in Jira
✓ Detail oriented	✓ **Marketing**	✓ **Data Gap Analysis**	✓ Semantic layer	✓ meeting minutes

Tech Skills

◊ Quick Catch up: Tools serve for analytical purpose, familiar with what I know, **quick hands on with new technologies**
◊ Strength on Data Related: **SQL**, **Excel, VBA**, Python, PySpark, **Power BI**, Google Analytics, Snowflake, Databricks
◊ Application & Platform: **SAP Sales & Distribution, SPSS**, Azure Cloud, Data warehouse, BigData, Jira, ServiceNow

Education

Master of Management, International **Accounting** and **Finance**	University of Windsor	Sep 2020 - Jun 2022
Graduate certificate, Professional **Accounting** Practice	Seneca College, ON	Sep 2019 – Aug 2020
Bachelor of Commerce with Honors**, Marketing**	York University, ON	Sep 2014 – Oct 2019

Experience

Business Analyst (Contract)   **EDPYPF Services Inc.**   Feb 2022 - Current

◊ **Market Share** Analysis and **Campaign performance** evaluation to support strategic decision making according to cash-flow
◊ Answered various ad hoc **business questions** and analyzed **industry trends** towards Customer Sales database and action on closing gaps with resolving **data duplicate** and **data integrity issues**
◊ Collected **business requirement** via business meeting, system investigation and functional design delivery
◊ Automated repetitive Access and Excel tasks using VBA macros, which saved 50% time in data integration
◊ Designed **Power BI dashboard** on business initiative including **expense control** with **YoY** analysis
◊ Got in-depth understanding about **customer migration** and **segmentation** through **transaction** analyses and **RFM model**

Consulting Analyst (Part-time)   **Ginis Electronics Technology LLC**   Sep 2017 - Dec 2021

◊ Managed **10+ marketing projects** across multiple industries seeking for business opportunities in short turnover periods; Arranged project set-up and execution liaising with certain regional demand analysts
◊ Designed methods for collecting data through **customer surveys** and questionnaires and maintain them in **SQL Server DB**
◊ Directed secondary research and trade interviews with industry professionals; Formulated data analysis and syndicated research reports to support **competitor evaluation** as well as **strategic decision making** on action taking
◊ Analyzed and **grasped client core demands quickly**; Well-prepared with explicit project scope, objectives, and deliveries for every client meeting; 0 complaints records backed by recognized client-management skills

Marketing Assistant   **Axis Communications Inc.**   Jun 2017 - Aug 2017

◊ Collaborated with stakeholders from sales and service teams to **collect business requirements** and lead initiative solutions in data manipulation process; **Prepared SQL queries** for routine and ad hoc analysis
◊ Planned event for **distributors training campaign**, creating contents, and **tracking, analyzing subscribers** using WeChat
◊ Developed potential customer through questionnaire and interviews & identified core group through **scoring based selection**
◊ Made strategy presentation; praised by C-level clients for research-based insights, establishing new business opportunities

Academic Projects

Brand Management Project | **University of Windsor**   **Sep 2022 - Dec 2022**

◊ **Led team of 12 on Customer feedback analysis** & investigation, designed Survey, questionnaires to targeted customers
◊ Research targets' attitude toward the brand and created current CBBE pyramid. (**Customer- Based Brand Equity**)
◊ Developed future CBBE & provided report and presentation regarding recommendations to brand future development

Marty's Department Store – Customer Segmentation Projects | **York University**   **Sep 2015 - Dec 2016**

◊ Ran descriptive analyses, tested for difference, association with regression method against **customers' behavior using SPSS**
◊ Conducted **targeted campaign analysis** and identified marketing strategy based on different segments of customers

Interests: luxury Brand Management/LVMH; Brand Stories; Retail Channel; CRM; Shopping; LEGO; Strategy Team Game