

Yuki Ren

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Summary

- Strong business knowledge of **Retail, Banking** and **Consulting** on **CRM, Campaign** performance
- **3** years of experience as a **Data Analyst, QA Automation developer**, specializing in **Business Case Analysis, Data collection, cleaning, and transformation (ETL)** process using SQL, Python with strong knowledge of **data warehouse, data modeling, and metadata driven automation**.
- Strong ability to understand complex business objectives & decompose them into technical requirements
- Core competencies on SQL, Python, Java, JavaScript, C, Azure SQLDB, ADF, Databricks & Snowflake
- Specialize in **Data Visualization** using **Excel VBA, Power BI** and Google Analytic
- Solid understanding of **cloud computing** and experience on various Azure data services.

Education

University of Guelph, Ontario | Bachelor of Computing | 09/2020-12/2022

Beijing forestry university, China| Bachelor of Forestry - Urban forestry| 09/2016 - 06/2020

Intern Experience

Data Analyst | EDP Inc., Markham | 01/2023-Present

- Power BI dashboard design for **CRM campaign**([GitHub](#)) efficiency improvement using RFM model.
- Participated DB migration from SQL Server to Snowflake via ADF framework([GitHub](#))
- Automated QA testing([GitHub](#)) using python & SQL to validate result of migration.
- Collaborated with cross-functional teams, data architect, testers to deliver projects in agile way.

Data Analyst | Mentholatum (Zhongshan) Pharmaceutical Co., Ltd, China | 06/2020-12/2020

- Enhanced Power BI sales dashboard to provide insight finding by product and customer ([GitHub](#))
- Translated business requirements into technical specifications in campaign designs, developed SQL code to find target groups([GitHub](#))
- Extensive database, SQL, python, and Quality Assurance handling with hands-on experience creating test cases scripts([GitHub](#)) to validate, reconcile and investigate data in various sources.
- Prepared and maintained daily & monthly reports and communicate with various parties as required

Project Experience

Credit Risk Project | 01/2023 | [GitHub](#)

- Translated requirement to SQL language with deep understanding of banking and trading process.
- Generate a report that satisfies the template through SQL code and Power BI

Email Campaign Analysis through Data investigation (SQL) | [GitHub](#)

- Worked closely with business and created various KPIs to evaluate the performance and efficiency of Email Campaign, such as conversion rate, response rate, retention, and churn rate etc.

CRM RFM Model for Customer Segmentation Analysis (Dashboard using Power BI) | [GitHub](#)

- Segmented customers into multi-groups through RFM scoring using PBI dashboard; prepared the distribution list based on specific campaigns with marketing team, improved target accuracy by 30%

AWS Daily Exchange Trading Data ETL Pipeline | (AWS S3 & Python) | [GitHub](#)

- Assisted Productionized ETL Pipeline Framework with configurable OOP design in an environment of Docker, GitHub, and AWS cloud.

Azure Data Factory to migration from SQL Server to Snowflake | ADF & SQL | [GitHub](#)

- Participated Customer Sales data migration from premise SQL Server to ADLS & Snowflake for over 120 tables using ADF with dynamic loading pipelines through end-to-end Azure configuration.

Cloud Data Warehouse - Snowflake Proof of Concept (Snowflake SQL) | [GitHub](#)

- Conducted Snowflake PoC covering performance, security, integration development, administration, and cost, designed test cases and script to compare between Snowflakes and Synapse.

Differences in Growth of ash trees in Different Genders | 05/2018 (Excel & SPSS)

- Conducted data investigation, statistics and analysis (Plant biomass & common indicators)
- Created visualization via MS Excel and SPSS to analyze the differences through KPI design