Wenchen Vincent Liu

ETL, Data Cleansing, Data Quality, Data Modeling & Data Visualization
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Data Analyst with **2** years of experience in **data cleansing**, **analyzing** and **visualization,** Vincent has been heavily engaged in BI & AI processing of data using **Python, SQL** and **Power BI** for health & retail businesses. With true passion in technology and Finance, Vincent has been proven to be high performed and **accountable** team player in various projects.

CORE COMPETENCIES

- ✓ Business Process
- ✓ Data Engineering
- ✓ Dashboard & Reporting
- ✓ Predictive Analysis

- ✓ CFA Level II
- ✓ ETL, QA, Automation
- ✓ Agile Methodology
- ✓ Health Care, Retail Insight

TECHNICAL BACKGROUND

- **Design & Development**: Application UI, Data engineering process, Data Sampling, Model and automation design
- **Software**: Azure SQL Server, Jupyter Notebook, Access, Excel, Power BI, Tableau, Jira, ServiceNow, Autosys, draw.io
- **Programming**: Python, TSQL, R, VBA, Unix Script, Java, Matlab, Octave

PROFESSIONAL EXPERIENCE

Data Analyst | EDPYPF Services Inc.   Aug 2020 – Present

- Collected **business requirement**; designed and determined **KPI, metric, workflow** and timeline to deliver BRD.
- Enhanced relationship **data modeling** for **issue tracking & action taking system** with major requirement change.
- Planned and implemented **database migration** and prepared test plan, test cases and test script for **Quality Assurance.**
- Designed **CRM dashboard** using **Power BI** to support management decision making & ensure effective action taking.
- Analyzed a **retail bank's sales and customer data** to identify strategic insights for success in **Python.**
- Monthly Financial **income statement report** design, **automation** and publishing into SQL Server using VBA.
- **Budget and forecast** calculation/preparation for Mining company's KPI report.
- Summarized **Access & Excel reporting flow** for enterprise-level reporting automation.

Data Engineer | Interactive Media Lab, University of Toronto   Apr 2020 – Nov 2020

- Provided **data processing & Application UI design** as a Data Engineer in a **health care** product. The product currently been used by Toronto General Hospital doctors and researchers.
- Designed **data cleansing infrastructure, solution** and **process**, which were targeted for both **automation** and **self-exploration.**
- Collaborated with team members to **optimize over 200 files** in the Framingham heart study data set, and follow up with transfer learning to provide **self-manipulation features** & analysis that further support the research.
- Perform exploratory **data analysis** on the given dataset using matplotlib to **visualize and provide insights** regarding the data sets quality, resulting in a **40% overall reduction** in non-statistically significant data.
- Worked with transfer learning (using Sklearn) by construct quantitative models and analyze the aspects of dementia, in particular, to understand the contributing factors of dementia in human cognition.

Data Analytics Virtual Internship | KPMG International   Jan 2021

- Developed an **interactive dashboard** for a sports equipment company, displaying the **trends of revenue-related metrics** to assist in business decision making; **Summarized** and **visualized** the data statistics with **Microsoft PowerPoint** and **Power BI**.
- Assessed **data quality** with data exploration and cleaned data issues.
- Interpreted the results to understand the trending consumer preferences and behaviors.
- Provided business & marketing recommendations in catering to the target customers.

EDUCATION

Honours Bachelor, Statistics & Cognitive Science   University of Toronto   Sep 2015 – Nov 2019
Double Major (Major GPA: 3.7/4.0), Minor in Computer Science
Awards and Achievements: Presidential Entrance Scholarship   Sept 2015

OTHER ACTIVITIES

- **Certificate: CFA** I Completed & CFA II Candidate   Nov 2019 – Jan 2020
- **Soft Strength:** Planning**,** Presentation, Public Speaking, Customer Service
- **Interests**: Investment Market; Badminton – Team NB; Runner-up in the 2016 Kendo Championship Canada