



**Alex Zhao**

416-471-8379 | shzhaocheng2012@gmail.com | Toronto, ON

Extensive industrial experience in **business & data analytics** for **Marketing, CRM** and **Campaign** analysis  
Handful skills in data cleaning using **SQL, Python** and dashboard design using **Tableau & Power BI**

**CORE  
COMPETENCIES**

- ✓ CRM & Campaign
- ✓ Dashboard Design
- ✓ Data Gap Analysis
- ✓ Automaton in Python
- ✓ Retail, Banking, Supply Chain
- ✓ Requirement Collection
- ✓ Process & Workflow
- ✓ SDLC & Agile

**PROFESSIONAL EXPERIENCE**

**Data Analyst, EDPYPF Services Incorporated.,** Markham, ON

May 2020 – Jan 2021

- Conducted **business categories** and **target customer** analysis for retail banking using **python, SQL & Tableau**
- Provided end to end prototype design as a reporting developer for **RFP** of **CRM & Campaign** analysis
- Delivered the Impact Analysis of Pandemic on **workforce market** through **ETL** and **Automation**
- Data gap analysis to identify **master data quality issue** by looking up in a multi-value field in over **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

**Environment:** Azure SQL DB, Tableau, Power BI, Python, Access, Excel, VBA, VBScript

**Parts Associate, SUBARU Scarborough,** Toronto, ON

Jun 2019 – Apr 2020

- Managed daily & weekly **inventories, ordering** of parts, accessories for Subaru high end model of cars & SUV's.
- Assist in 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**; Provided various **reporting** on **inventory** and **sales** using **Access, Excel & VBA**
- Reported **daily KPIs**, such as **ordering lead time, pricing, Avg on-hand, inbound & outbound** to support decision making

**Environment:** Parts Management System, Tableau, Access, Excel, VBA

**Data Analytics Virtual Internship, KPMG International**

Feb 2021

- Developed an interactive **dashboard** for an equipment company, displaying the trends of **revenue-related metrics** to assist in business decision making; Summarized and visualized the **insight** with **Power BI** and **PPT**
- Assessed and provided **data quality** report with data exploration and **data gap analysis**.
- Interpreted the results to understand the **trending consumer preferences** and **behaviors**.
- Provided business & marketing recommendations in catering to the **target customers**.

**Tools:** Power BI, Excel, PPT

**ACADEMIC DATA PROJECTS**

**Correlation of 3rd Party Tutoring with Academic Performance**

Jan 2018 - Jun 2018

- Targeted Customer Group identification, Survey design and Data consolidation into SQL Server
- 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 grads.

**Handwriting Image Recognition Project**

Jan 2018 - Jun 2018

- Experience in using 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

**Tools:** SQL Server 2014, Python, Excel

**EDUCATION**

**Bachelor of Science, Mathematics & Statistics - University of Toronto**

Sep 2017 – Jun 2020

**Coursera Course: Statistic with Python - University of Michigan**

Dec 2019