Business Analysis	Data Analysis	**WenChen Liu**

1-506-260-2155 | vliu9736@gmail.com | **Toronto**

Strength: Planning**,** Critical Thinking, Presentation, Agile Development
Business: Health Care, Retail, Banking, Marketing, CRM, Campaign, Supply Chain
Specialized in: Business & Requirement Analysis, Data Cleansing, Data Visualization, Project Coordination
Technical Skills:
- **Development:** Automation design, Web Application UI, Data engineering process, Data Sampling, Model
- **Software**: Access, Excel Reporting, SQL Server, Power BI, Tableau, Jira, SerivceNow, draw.io
- **Programming**: Python, TSQL, R, VBA

ACDEMIC BACKGROUD

Bachelor, Statistics & Cognitive Science - University of Toronto   Sep 2015 ~ Nov 2019
Double Major (GPA: 3.7/4), Minor in **Computer Science**; Presidential Entrance Scholarship Award in 2018-2019

LIST OF PROJECTS   N

Access Excel Reporting Automation – Monthly Income Statement Report	- Bubble Express	2016
Health Care Data Automation & App development & Project coordination	- Toronto Hospital	2020
Customer Loyalty & Campaign Analysis – Power BI Dashboard	- Eedpypf	2020
Distribution Center Inventory Analysis BRD delivery	- Eedpypf	2020
Various data quality and performance issues resolving & troubleshooting	- Eedpypf	2020

PROFESSIONAL EXPERIENCE   N

Business Analyst - EDPYPF Services Inc.   Aug 2020 ~ Jan 2020
- Business requirement analysis and determined KPI, workflow & process to deliver BRD for DC inventory dashboard
- Enhanced relational data modeling for Issue tracking & action taking system with major requirement change.
- Implemented data migration and prepared test plan, test cases and test script for Quality Assurance
- Created customer dashboard with RFM model to support decision making & ensure effective targeted campaign
- Analyzed a retail bank's sales and customer data to identify strategic insights for opportunities of success in python
- Solved performance problem of handling huge transaction counts per 5-minutes interval in a timely manner before production release
- Summarized & compared data quality issues in Datawarehouse / Data science areas and presented to project team

Data Engineer - Interactive Media Lab, University o Toronto   Apr 2020 ~ Nov 2020
- Provided data processing & Web UI design as data guru for a healthcare web app which is currently used by Toronto Hospital doctors and researchers.
- Designed data cleansing infrastructure, solution and process, which targeted for both automation and self-exploration.
- Collaborated with team members to optimize over 200 files in the Framingham heart study dataset for the use of transfer learning, which provides self-manipulation features & further analysis support of data science research.
- Perform exploratory data analysis on given dataset by using matplotlib to visualize and provide insights for the condition of the data, resulting in 40% overall reduction in non-statistically significant data.
- Worked on transfer learning (using Sklearn) by construction of quantitative models and analyze the aspects of dementia, in hope of understanding the contributing factors to dementia in human cognition.
- Identified correlation between heart stoke and dementia, which is statically significant greater than other factors; Dig further via data experiments to reveal indirect features which contribute to Dementia and heart stroke.

Operation Coordinator - Bubble Express - Junior Achievement Canada   May 2016 ~ Aug 2016
- Gathered operational data from the line of business and collected requirement on marketing initiative
- Provided data modeling in access and created user data entry interface for operation department.
- Created operation report in excel using collected data for sales, marketing and competitor analysis
- Monthly Financial income statement report design, automation and publishing into SQL Server using VBA
- Worked with front store team to understand the sale process and optimize the procedures to improve efficiency
- Setup and implemented the operational workflow from budgeting, purchasing, producing, quality control, inventory, sales to cost control & settlement

OTHER ACTIVITIES   N
- **Certificate:** CFA I Completed & CFA II Candidate   Nov 2019 ~ Jan 2020
- **Interest**: Investment Market; Badminton – team NB; Runner-up in the 2016 Kendo Championship Canada