

# LEON LINXUAN WANG

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## Professional Summary

Dedicated and results-driven Business & Data Analyst with a proven track record in **CRM, Campaign, Planning**, and **Transaction** Analysis within the Retail, E-Commerce and Banking sectors. strong in Data Integration and Visualization

- ✓ Financial Modeling
- ✓ CRM Analysis
- ✓ Email Campaign
- ✓ Performance KPI – Sales & GM
- ✓ Business Requirement
- ✓ Complex SQL, Python
- ✓ Advanced Excel, VBA, Automation
- ✓ Dashboard - Power BI, Tableau
- ✓ QA, Reconciliation, Data Quality
- ✓ Data Integration

## Work History

**Data Analyst | EDPYPF Services Incorporated** | Markham, ON Sep 2022 - Present

- 3-phase **Customer Segmentation** analysis for **Targeted Campaign** implementation
- Developed and delivered 10+ **Power BI dashboards**, providing valuable insights on Customer Behavior, Sales & Campaign Performance, and Expense Control.
- Achieved a 15% increase in email campaign effectiveness by conducting **Email Campaign Analysis**, focusing on customer engagement metrics such as **Open Rate, Conversion Rate** and **Churn Rate**.
- Enhanced data quality and performance by cleansing a dataset of 9 million rows using SQL, Python, and Excel VBA, resulting in a **90% reduction in processing time**.
- Streamlined Access and Excel reporting processes, leading to a 30% reduction in reporting time and enabling **enterprise-level reporting automation**.

**Data Analyst | YongeSolutions Tech Inc.** | Toronto, ON Jan 2020 - Aug 2022

- Collaborated closely with clients to identify **KPI** of customer transaction metrics and created **time-series** dashboards to monitor and analyze trends.
- Leveraged strong analytical prowess to administer **end-to-end data processing** including data cleansing, ETL, reconciliation and analysis to achieve bottom-line results aligned with the company's objectives.
- Presented and visualized data insights, collaborated with related departments to provide recommendations on opportunities and potential risks.

**Business Owner | OUSUIS Inc. (Retail, Ecommerce)**, | Montreal, QC Jun 2019 - Dec 2021

- Orchestrated and evaluated the **procurement** process, resulting in a 15% increase in profitability.
- Developed, optimized a robust supply chain network, which covered supplier selection, logistics optimization and export procedures, ensuring an improvement in **SLA compliance** and business efficiency.
- Formulated **pricing** and **market campaign** strategies for optimal market positioning and revenue growth.
- Implemented an end-to-end data platform that supported **international trading operations** and daily business functions, resulting in a 25% reduction in manual data entry and processing.

**E-Transactions Analyst | NZONE media** | Montreal, QC Apr 2018 - May 2019

- Managed **financial accounts**, monitoring daily **payments** and assessing **transaction fraud risks**.
- Created Tableau dashboards to visualize issues, area for improvements and provide analysis-ready datasets.
- Handled inbound customer complaints and served as the accountable party for critical conversations as a 2nd level support representative, achieving monthly **MVP awards** with over **95% resolution rate**.

**Business Operations Analyst | Ymatou** Oct 2015 - Dec 2017

- Conducted Market, Pricing and **Competitor Analysis** to ensure Operational efficiency and dynamically accommodate to e-commerce market place position.

## Education

**Finance (BComm), John Molson School of Business, Concordia University** Sep 2014 - May 2018

Investment opportunities & marketing analysis | Fundamental, technical and quantitative analysis