

# Gary Li

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[Github](#)

- ✓ **Access & Excel Automation**
- ✓ **Corporate Finance**
- ✓ **CRM - Salesforce**
- ✓ **Marketing & Campaign**
- ✓ **Supply Chain, Logistics**
- ✓ **Data Cleaning, Reconciliation**
- ✓ **QA**
- ✓ **SQL, VBA, Python**
- ✓ **Power BI, Tableau**

**Business Analyst** with experience in **Corp Finance, CRM, Marketing, Campaign and Supply Chain**. Gary has been heavily engaged in Business & Reporting process using **SQL, Python, Power BI, Excel** as well as **VBA** for **data reconciliation, data profiling, data visualization**.

## QUALIFICATION

- **Data:** Experienced in translating business needs into data-driven solutions, proficient in advanced data visualization and automation.
- **Software:** **Advanced Excel, Access**, Complex **SQL**, Python, **Power BI**, Access, Excel, Google Analytics, Tableau
- **Analysis:** Rich experience in end-to-end Business Operation, Strategic Problem Solving and Data Analytics

## PROFESSIONAL EXPERIENCE

### **Data Consultant | EDPYPF Services Inc., Markham**

Jan 2023-Present

#### Data Analysis & Reporting

- Communicate with business departments to understand their needs, create detailed data analysis plans.
- Collect data requirements from different departments and evaluate the urgency and importance.
- Dashboard: Designed Sales Performance dashboard using Power BI.
- Profiling: Conducted data profiling, cleaning, and preprocessing for Product master data management.
- Developed data quality scripts for sales data reconciliation in TSQL procedure.

#### Project Related

- Organize regular meetings with cross-functional teams.
- Automation: Achieved QA Automation for a DB Migration Project.

### **Operation Analyst | TC Cabinets Group Inc., Toronto, ON**

May 2019-Oct 2022

#### Business Strategy & Decision-Making

- Strategic meetings: Hold regular strategic meetings with business leaders.
- KPI management: Manage business KPI dashboard and reports.
- Evaluation: Financial input and evaluation of business proposals including CAPEX.

#### Operations & Efficiency

- Productivity: Increased productivity by automating accounting & reporting processes.

#### Data Analysis & Reporting

- Reporting automation: Summarized Access & Excel reporting flow for enterprise-level reporting automation.

### **Business Analyst | Valueway Global Logistics Inc., Toronto, ON**

Oct 2016-Nov 2018

#### Project Coordination

- Project leadership: Led an 8-month project to create order fulfillment guidelines.
- Revenue correction: Uncovered and corrected a loss of shipping revenue.

#### Operations & Efficiency

- Shipping strategies: Investigated optimal shipping strategies to minimize costs.
- Routing: Orchestrated efficient routing by optimizing the operation process.

### **Business Banking Assistant | ICBC China**

Apr 2012 – Jul 2012

#### Risk & Compliance

- Risk analysis: Delivered risk analysis to identify suspicious transactions.
- Customer Transaction Analyses: Conducted CRM analysis using RFM model for campaign strategy.

#### Data Analysis & Reporting

- Analyzed retail banking sales and customer data using SQL & Python.

## EDUCATION

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Electronics Engineering | Centennial College, Toronto | Jan.2014-Apr.2016

Bachelor of Management in Management Science & Engineering | HoHai University, China | Sep 2007-Apr 2011

## PROJECT EXPERIENCE

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### **CRM RFM Model for Customer Segmentation (Power BI) | ([Github](#))**

- Developed a comprehensive RFM (Recency, Frequency, Monetary) model to segment customers, delivering actionable insights for the CRM Services department. This long-term solution enabled more targeted campaign planning and design, enhancing profitability and customer loyalty.

### **Sales Performance Analysis (Power BI) | ([Github](#))**

- Modeled and analyzed sales performance within a retail store by leveraging Orders, People, and Returns datasets. Generated insights on sales and order trends through predefined dimensions and KPIs, resulting in three distinct analyses to meet the informational needs of various stakeholders.

### **Email Campaign Effectiveness Analysis (SQL) | ([Github](#))**

- Optimized marketing spends and customer engagement by analyzing the effectiveness of email campaigns. Compared control and target groups to extract actionable insights, refining future marketing strategies and improving overall campaign performance.

### **Ad Hoc Sales Analysis (SQL) ([Github](#))**

- Addressed ad hoc queries from customers and internal departments using SQL. Employed various SQL statements, including SELECT, JOIN, WHERE, GROUP BY, subqueries, and CTEs, to extract and analyze data across different tables, providing timely solutions to business problems.

### **Null Value Analysis & Data Cleansing (Python) ([Github](#))**

- Analyzed the distribution of null values in a CSV file to support data cleaning efforts. The analysis provided critical insights, aiding in the refinement of datasets for subsequent processing.

### **Strategic Decision Analysis – Business Planning (Excel) ([Github](#))**

- Conducted a comprehensive evaluation of strategic options to accelerate the growth of prepaid gross subscriber additions over three years. The project involved a detailed comparison of two primary strategies, supported by a monthly discounted cash flow analysis.

### **Order Cutoff Date Analysis – Process Automation (Excel VBA) ([Github](#))**

- Automated the comparison of orders against predefined cutoff schedules using Excel VBA. This automation reduced manual errors, streamlined operations, and ensured timely processing of orders in line with the latest cutoffs.