

Christy (Yiran) Chen

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[LinkedIn](#)

Skilled and motivated professional with experience delivering **business intelligence solutions** across diverse industries such as **financial services, retail banking, marketing, and CRM**. Possess a deep understanding of DW, with a strong ability to **analyze, present complex data in a simple and meaningful way**.

QUALIFICATIONS

- ✓ Financial Reporting
- ✓ Customer Transaction
- ✓ Business Requirement
- ✓ Marketing Campaign
- ✓ Budget & Forecasting
- ✓ BI: **Power BI, Tableau**, Google Analytics
- ✓ Reporting **Automation**
- ✓ **Snowflake, Databricks**, [Azure Data Factory](#)
- ✓ **SQL**, Python, SparkSql, PySpark, R, Access, Excel VBA
- ✓ **Jira**, Confluence, ServiceNow, draw.io

PROFESSIONAL EXPERIENCE

Data Analyst | **EDPYPF Services Incorporated.**

Sep 2022 – Present

- Delivered 2 comprehensive **BRDs** by gathering requirements, identifying **KPIs**, and providing detailed specifications
- Improve **campaign targeting accuracy by 10%** through the use of PBI [customer segmentation](#) dashboards
- Develop a **customer migration dashboard** with 9M+ transactions, improving business monitoring
- Achieve **10%** YoY cost savings through **trending, comparison & top-n** analyses via an **expense control dashboard**
- Provide valuable insights for decision-making through conducting business analyses on [sales performance](#), **campaign**, and **market share**
- Improve **reconciliation** accuracy by **30%** through test planning, case design, scripting, and issue tracking
- Data **profiling, gap** analysis, and created **semantic view** against customer behavior data in Databricks & snowflake

Analyst Intern | **ZGC Smart City Co. Ltd**

Oct 2021 – Aug 2022

- **Visualized & cleaned** patients' relationships data via Neo4j & MySQL to prevent infection chain expansion
- Created **daily summary dashboard** of average 50+ reported cases for Patients Contract Tracker project
- Automated **department-level** Access & Excel **reporting**, improving efficiency by **85%**
- Extracted, transformed and loaded **200k+ Real Estate data** daily into **PostgreSQL DB** using **Python**
- Delivered Monthly **Financial Income Statement** report design, automation and publishing to Database using VBA

Investment Analyst Intern | **Galaxy Securities**

May 2021 – Jul 2021

- Designed financial research questionnaire and presented key findings at weekly consumer review meeting
- Collected and analyzed financial market data from multiple sources in **Excel** and **R** to extract insights
- Conducted **regression analyses** to identify **correlations** between sales data, stock market index & consumers
- Analyzed 3GB Wind financial data and submitted an analysis report on REIT "**First Listing Day**"

Customer Representative | **HUAXIA Bank | Kunming, China**

Jul 2020 – Sep 2020

- Advised 100+ clients on LPR conversion and assisted with **credit card** applications, recommending tailored financial products to fulfill their financial needs, such as **GIC, Mortgage** and **trading** related

ACADEMIC PROJECTS

- Bella beat Smart Device Marketing Strategy Analyses & Visualization ([GitHub](#))
- Business Case for The Source – Prepaid Acceleration through self-stores vs. Third Party Store ([GitHub](#))
- Market Share Analysis – Big Buy Retail Sales ([GitHub](#))

EDUCATION

Bachelor of Science, Statistics & Economics

University of Toronto

Sep 2017 – May 2021

- Coursework: Data Analysis, Introduction to Computer Programming, Method Data Analysis, Financial Economics

Certificates: 1- Google Analytics Advanced - Digital Marketing Campaign KPI Analyses (Dec 2022) | 2- Databases and SQL for Data Science with Python (May 2022) | 3- Forage KPMG Data Analytics Consulting Virtual Internship (2022)