

**Master** of Business Economics, extensive **Data analytics, SAP Application Support & Business Intelligence** experience in **Financial Services, Retail and Banking** industries focusing on **Accounting, Forecasting, Risk, CRM and Marketing**. Apart from possessing very strong technical skills, Zita is a great team player to work with.

## QUALIFICATION

- **Corp. Financial Analysis**
  - ◊ Hierarchical Master Data Management
  - ◊ Financial modeling on budget, forecasting
  - ◊ Revenue & Gross Margin, what-if analysis
  - ◊ Reconciliation and variance analysis
- **CRM, Marketing & Campaign**
  - ◊ Customer Transaction Analyses
  - ◊ Customer RFM Model
  - ◊ Campaign before and after analyses
  - ◊ Market Share & Strategic Selection
- **Data Centric**
  - ◊ End-to-end data analysis with insights
  - ◊ Data modeling, cleansing, transformation
  - ◊ Data visualization, Dashboard
  - ◊ Data Quality, MDM, Data flow chart
- **Technical Skills**
  - ◊ Application Implementation: SAP, Process Flow
  - ◊ Data: Advanced SQL, SQL Server, Access, Python
  - ◊ Dashboard: Excel, **Tableau**, Power BI, Google Analytics
  - ◊ Others: Jira, ServiceNow, Draw.io

## EDUCATION

- Master of Arts in Business Economics | GPA: A+ | Wilfrid Laurier University | Sep 2020 - Jun 2022
- Honors Bachelor of Arts in Economics | Wilfrid Laurier University | Sep 2016 - May 2020
- Certificate | Google Analytics 2022 | SQL for Data Analysis – Udacity 2022

## WORK EXPERIENCE - INTERN

### Business Analyst | EDPYPF Services Inc.

Mar 2022 - Aug 2022

- Collected business requirement; determined scope, KPI, workflow and layout to deliver the BRD
- Analyzed industry trends and customer data and validated the data integrity gaps using SQL & Python.
- Goal oriented Sales forecasting and planning; cost based budgeting for next year
- Designed CRM dashboards in **Tableau** with effective business KPI design to support targeted campaigns
- Enterprise-level reporting automation using Access & Excel for Monthly income statement report

### Analyst Consultant | Inossem Canada Inc.

May 2021 – Jan 2022

- Participated in SAP implementation for Segway Inc. and Powersports Canada as a Finance & Cost consultant;
- Gathered requirements; summarized pain points, and provided solutions with best-practices
- Cooperated with consultants from other modules such as SAP SD and MM on system integration testing
- identifying potential issues in business processes and discovering opportunities of system improvements
- Conducted Master Data Cleansing and standardization; configured enterprise level Product Hierarchy
- Managed multi-parties' communication and organized weekly meetings with customers to review CRs, incidents, and ad hoc requests based on business logic & operational workflow

### Business Analyst | ZheShang Fund Management Co., Ltd

May 2019 – Sep 2019

- Maintained customer profile database to ensure client information accuracy and status up to date
- Analyzed campaign performance by region, product, and time through trending, variance analysis
- Prepared monthly investor performance report by products and investment categories
- Categorized customer groups on identifying potential targets; assessed churn risks through what-if analysis

### Data Analyst | Oppein Home Group

May 2017 – Sep 2017

- Coordinated with department of marketing, operations and finance to improve process efficiency
- Created and maintained 3-year sales forecasts and financial outlook reports
- Prepared sales and marketing KPI reports (average revenue per customer, sales funnel performance, impression, leads, and conversion rate)

## ACADEMIC PROJECT

- Bell Case – Cash flow based Subscription Addition Strategy Selections | Apr 2021
- Market share Analysis – Big Buy Marketing Strategy | Feb 2021