

Christy Yiran Chen

C: 647-936-7015 | christychen65@gmail.com

Github:

Highly skilled and experienced professional with a proven track record of delivering **business intelligence solutions** across diverse industries, including **financial services, corporate finance, retail banking, marketing** and **CRM**. Possesses a deep understanding of DW, with a strong ability to **analyze, present complex data in a simple and meaningful way**.

Core Competency

- | | |
|------------------------|---|
| ✓ Financial Reporting | ✓ BI: Power BI, Tableau , Google Analytics, |
| ✓ Customer Transaction | ✓ Reporting Automation |
| ✓ Business Requirement | ✓ Snowflake, Databricks, SAS, Azure Data Factory |
| ✓ Marketing Campaign | ✓ TSQL , Python, SparkSql, PySpark, R, Access, Excel VBA |
| ✓ Budget & Forecasting | ✓ Jira , Confluence, ServiceNow, draw.io |

EXPERIENCE

Consultant, Cloud Implementation | EDPYPF Services Incorporated.

Mar 2023 – Present

- ◇ Set up and presented Snowflake Environment PoC for management evaluation of Data Warehouse platform
- ◇ Azure ADF, Function and Power BI integration with Snowflake and TSQL procedure conversion to SF procedure
- ◇ Data **profiling, gap** analysis and creating **semantic view** against customer behavior data in snowflake

Data Analyst Intern, Marketing Analytics | EDPYPF Services Incorporated.

Sep 2022 – Mar 2023

- ◇ Delivered 2 comprehensive **BRDs** by gathering requirements, identifying **KPIs**, and providing detailed specifications
- ◇ Improved **campaign targeting accuracy by 10%** through PBI **customer segmentation** dashboards
- ◇ Developed **customer migration dashboard** with 9M+ transactions, improving business monitoring.
- ◇ Achieved **10%** YoY cost savings through **trending, comparison & top-n** analyses via an **expense control dashboard**
- ◇ Conducted business analyses on **sales performance, Campaign, subscription, market share** and **competitors**
- ◇ Improved **reconciliation** accuracy by **30%** through test planning, case design, scripting and issue tracking

Analyst Intern | ZGC Smart City Co. Ltd

Oct 2021 – Aug 2022

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

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.
- ◇ Submitted analysis report on REIT "**First Listing Day**" by analyzing a 3GB Wind financial data.

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.

ACDEMIC PROJECTS

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

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)