Dandy (Hongdan) Shi

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OBJECTIVE

To obtain an **Application Designer**, **Sr. Data Analyst** or **BI Developer** position in Business Intelligence Development, Data Analysis, Data Cleansing and ETL On Premise and/or Azure Cloud.

QUALIFICATIONS AND SKILLS

- Strong design and implementation experience with **Application design** in **ACCESS** and **EXCEL** using **VBA**, Marco with solid understanding about **Business Flow**, **Data Model** and **Control Design**
- Collected **Business Requirements** and delivered BRD & Function Design
- Demonstrated ability helping customers with **user stories**, **KPIs** and creating **Dashboard POCs**
- Conducted **data investigation**, data **profiling** and identified all **data gaps** for data **modeling** purpose
- Hands-on manipulation with **large dataset** and possessed advanced **SQL** skill in **performance tuning**;
- Rich experience in **database administration** with SQL Server, Snowflake and Access
- Designed **Customer Segmentation Dashboard** using **Power BI** including Data Modeling, Query Design, DAX formulating for measures, Visualization design, and dashboard performance optimization
- In-depth understanding of **Power BI Service** for reports and dashboards sharing on cloud, building connections to cloud Data Gateway, and On-premise Power BI Report Server
- **Automation** design using **Python** with rich modules to **handle connections** with diverse interfaces such as SQL Server, Excel, and Power BI
- Strong self-learning capabilities; quick mastering new tech required to deliver qualified work in short term
- Possessed excellent analytical and critical thinking; Worked well under pressure as part of a team

PROFESSIONAL EXPERIENCE

Data Analyst | DataTech Consulting Services Inc., North York, ON   Oct 2021– Present

Collaborated with **cross functional teams**, translated **business objectives** into detailed **technical requirements** and designed **data solution** by understanding clients' needs through effective communication.

Project I - Ordering Application System Design & Development using VBA

- Created interface flow and table design for user to easily enter, modify transactions for customers, employees, shippers, products and orders fulfilling business operation requirement in Access using VBA
- Split the Access application into user interface and backend database to enhance the frontend performance and protect the backend database
- Conducted database enlargement task to expand current data volume for data testing and sales performance purposes
- Introduced Interactive interfaces to handle various data calculations and created sales performance report, shipping companies' performance report and top customers report using VBA/Macros in Excel
- Built KPI measurement report utilizing Excel VBA to provide important guidance to the internal reward program
- Implemented data visualization and created employee command buttons to generate reports easily in Excel

Project II - BI development and Database Administration

- Designed star & snowflake schema OLAP models for Supplier's company over the ship-to-country
- Designed parameterized reports with drilldown and drill for supplier's sales performance using SSRS and used centralized configuration control to efficiently launch, deploy, and manage SSRS reports
- Extracted, Transformed & Loaded historical data into data warehouse fact and dimension tables and then build cubes - SSAS for identifying KPIs and analyzing statistical information and creating cube-based reports
- Scheduled reports to run on daily & weekly basis in job agent; delivered to business partners for decision making
- Created and maintained SQL Server database objects such as tables, stored procedures, views, user defined functions, cursors and indexes using T-SQL on SQL Server Management studio (SSMS)
- Designed SSIS packages dealing with different data sources (flat files, excel, access and SQL server) and loaded the data into target data mart tables; Monitored server/database activities using activity monitor, profiler, Dynamic Management Views and provided 24x7 troubleshooting and support

- SQL Server 2016 Installation & configuration in PROD and DR environments, conducted maintenance plans and Job Orchestrations and masking sensitive PCI data to meet security and compliance needs.

Project III - Performance Reports Creation Using Power BI
- Extracted, transformed and loaded data using SQL, Python to target star-schema data mart;
- Defined measurement using DAX and designed dashboard in Power BI based on business user stories.
- Designed start-schema model, determined various KPIs such as employee performance, sales in regions and logistics performance along with slicers enabling end-user filtering as well as setup data security for different audiences
- Built connections to Cloud Data Gateway, and On-premise Power BI Report Server to share reports and dashboards on cloud and configured scheduled refreshing

Startup Business Owner | **Early Education Center, Toronto, ON**   Mar 2018 - Mar 2020
- Setup the business operation flow from scratch regarding advertising, marketing, operation and accounting
- Conducted end to end implementation such as location identification, renovation, cost calculation, sales forecasting, programs design, schedule planning and arrangement etc.
- Administrated/monitored day to day operations on education center and serve for various clients in a managed way
- Worked on impact analysis in terms of economic and COVID 19 and derived hard decision-making

Product Advisor | **Sun Life Financial, Toronto, ON**   Aug 2016 - Jan 2018
- Helped clients meet their needs related to their health and finance, including product such as Insurance, Savings and Retirement Income in Salesforce, by providing investment and protection guidance
- Served clients in a professional manner by providing clear explanations about products using analysis tools such as Excel, making recommendations where requested and updating information in Salesforce whenever necessary
- Kept abreast of product changes, learned to understand new products that come to market or are developed by legislation, learned the changes in the industry and was mindful of competitor information to ensure to get the right and updated information for clients

Customer Representative | **Outlet Collection at Niagara, ON**   Jul 2014 - Jul 2016
- Communicated with customers on a pro-active and regular basis by informing them of pertinent information to enhance the positive image of the shopping centre and encourage repeated shopping activities
- Helped to computerize daily tracking files by constructing an Excel program to manipulate data for marketing purpose, and vastly reduced the time for monthly manual counting
- Maintained ongoing interaction with shopping centre customers and acted as liaison between customers, retailers, security, maintenance, marketing and all shopping centre departments at the administrative level
- Overseen the maintenance and reviewing sales information in the system such as daily sales journal, reconciliation of daily sales and inventory levels in order to ensure and accurate transactions for accounting & forecasting

EDUCATION AND PROFESSIONAL TRAINING

Master of Business Administration | Brock University   Sep 2012 - Jun 2014
Goodman School of Business, St. Catharines, ON | Specialization in **Finance**

Bachelor of Tourism Management, Specialization in Hotel | **HUAQIAO University**   Sep 2008 - Jun 2012
Quanzhou, China | Merit Student **Award** & Scholarship (2009-2011)

Training: Victoria Toronto Training Center, Toronto, ON
- Microsoft Power BI with Python, SQL & Cloud Training   May 2021 - Sep 2021
- Access / Excel VBA Training   Jan 2021 - Apr 2021
- Microsoft SQL BI, SSIS, SSRS, SSAS Training   Oct 2020 - Apr 2021
- SQL Server Database Administrator Training   Jan 2020 - May 2002
- Microsoft SQL Fundamental Training   Sep 2019 - Dec 2019