

Sr. Analyst with 4 years' Business & Data experience in CRM, Marketing Campaign, Supply Chain and Corporate Finance. Expertise in Business Reporting process, specializing in **Data reconciliation, profiling, cleaning & visualization** using **Power BI, Excel, SQL** and **python**.

CORE COMPETENCIES

- ✓ Marketing, Business Planning
- ✓ Supply Chain, Logistics
- ✓ CRM & Campaign
- ✓ Finance & Accounting
- ✓ Salesforce
- ✓ Automation - Access & Excel
- ✓ Complex SQL, python
- ✓ Power BI Dashboard

TECHNICAL BACKGROUND

- **Business:** Payment, Sales & Forecasting, Customer Centric, Supply Chain, Logistics, Accounting
- **Software:** Azure SQL Database, Power BI, Access, Excel, Tableau, Google Analytics, draw.io
- **Data:** MDM, Data Catalog, Data Quality, QA, Data Reconciliation, Dashboard
- **Programming:** TSQL, VBA, Python, DAX

PROFESSIONAL EXPERIENCE

- Data Analyst | EDPYPF Services Incorporated** Jan.2023-Present
- Identified **business requirement** and clarified **user stories** for **3** projects;
 - Created **data analysis plan, process, KPI** and **proof of concepts** as BRD deliverables.
 - Compared analysis strategies of **customer migration** across Retail, Banking & Logistics
 - Analyzed a **retail bank's sales/customer data**, increasing data-drive decision-making by 25%
 - Built **Sales Performance dashboard** using **Power BI** to evaluate Sales, Cost, Profit Rate & YoY growth
 - Automated data ingestion and Excel based Monthly Financial **income statement report**, loaded daily snapshots into SQL Database using **VBA**, reducing manual processing time by at least 60%
 - Prepared **Yearly Budget and forecast** Planning for KPI report
- Operational Analyst | TC Cabinets Group Inc.** May.2019-Oct.2022
- Conducted annual **budget & forecasting** process, including forecasting of P&L, Sales and cash flow for 3 years
 - Provided financial reports and business proposals on CAPEX, new products, pricing and marketing.
 - Manage weekly and daily business **KPI reports** with insights for bi-weekly meetings with cross-functional teams.
 - Increases productivity by developing **automated accounting process**, and coordinating information requirements with other departments;
- Logistics Analyst | Valueway Global Logistics Inc.** Oct 2016-Nov.2018
- Contributed **optimal shipping & receiving** strategies, with selection of **best carriers, routes, and methods** to **minimize costs** and **enhance schedules** base on history data analysis.
 - Developed a brand new metrics report that gave Purchasing its very **first internal system** to effectively **analyze product and vendor data**
 - Led 8-month project to create strict guidelines for **order fulfillment** and **resolved transmission errors**, resulting in greater role clarity and faster order processing, **reducing processing time by 17%**
 - Orchestrated **efficient routing** by producing accurate shipping documentation and optimizing operation process.
 - Uncovered a loss of shipping revenue (estimated at \$65K), increasing revenue by 5%.
- Business Banking Assistant | ICBC China** Apr 2012 – Jul 2012
- Created **Retail banking CRM** Dashboard by utilizing **RFM model** with Transaction & Category analysis to provide key insights on **customer behavior**, improving **targeted campaign accuracy by 20%**
 - Delivered risk analysis to **identify suspicious & problematic transactions** base on **business rules** through data modeling, integration and reporting with combining and linking data from various sources

EDUCATION

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| Bachelor of Management in Management Science & Engineering | HoHai University, China | Sep.2007-Apr.2011 |
| Electronics Engineering Technician Diploma | Centennial College, Toronto | Jan.2014-Apr.2016 |

TRAINING – VICTORIA TORONTO TRAINING CENTER, TORONTO

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| • Microsoft SQL Fundamental Training | Jun 2023 - Sep 2023 |
| • Microsoft Power BI with Python, SQL & Cloud Training | Sep 2023 – Nov 2023 |