

Vanessa Liu

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SUMMARY OF QUALIFICATIONS

Master of Economic Analytics; dedicated and result oriented data analyst with rich experience in marketing, financial analysis, data processing and reporting. Vanessa is a great team player with strong problem solving skills.

- ✓ **Data Analysis**
- ✓ **Financial Analysis**
- ✓ **Reporting**
- ✓ **Process Automation**
- ✓ **Business Requirement** Collection
- ✓ **Complex SQL, R, Python, SAS**
- ✓ **Advanced Excel** (index/match, VLOOKUP, Pivot Table etc.)
- ✓ **Tableau**, Microsoft Power BI
- ✓ **VBA** Macros
- ✓ **Quality Assurance**

PROFESSIONAL EXPERIENCE

Data Analyst **EDPYPF Services Inc.**, Markham ON Feb 2019 – Present

- ◇ Collected business requirement; designed and determined KPI, metric, workflow and timeline to deliver BRD
- ◇ Analyzed CRM and sales data in SQL database to answer required KPI metrics
- ◇ Dashboard and report design using Tableau to inform decision making and ensure effective and concise reporting
- ◇ Analyzed a retailer's sales and customer data to identify strategic insights for opportunities of success
- ◇ Monthly Financial income statement report design, automation and maintenance
- ◇ Budget and forecast calculation/preparation for Mining company's KPI report
- ◇ Summarized Access & Excel reporting flow for enterprise-level reporting automation
- ◇ Advanced Excel dynamic analysis of report's functional design to improve quality and save 50% of time consumed

Tools used: SQL, Python, Tableau, Microsoft Power BI, SAS, Excel, VBA

Marketing Analyst **CCB Life Insurance** Jan 2018 – Jan 2019

- ◇ Designed Campaign Opportunity Sizing Model for marketing managers to get real time sizing estimation of targeted customers base on various business criteria selections.
- ◇ Automated Insurance Package Group Rate calculation using Python, picking Yearly Traveling Rider program candidate by age, family and application, which increased response rate and reduced the direct mail cost of 20K
- ◇ Data Quality analysis; database QA and resolved duplication issue in data mart
- ◇ Quality Assurance: created test cases based on test plan, functional requirements and user stories
- ◇ Prepared test data for FUT/SIT and developed test script using SQL and implemented automation for QA process

Tools used: SQL, Python, R, Advanced Excel, VBA

ACADEMIC PROJECTS **University of Waterloo**, Waterloo ON Sep 2016 – Jun 2017

- ◇ Predictive Model- Alcohol Consumption: impact of drinking on income level
- ◇ Used time series model to analyze the Returns to Education and correlation between smoking and Return to Edu.
- ◇ Correlation Analysis between house price and Monetary shock

Tools & Methods used: R, Math lab, Vector Auto-regression Model (VAR) and Auto-regressive Moving Average Model (ARMA), General Method of Moments, innovated Instrumental Variable, and Monte-Carlo Simulation

EDUCATION

Master of Economic **University of Waterloo, ON** Sep 2016 - Dec 2017

Bachelor of Financial Economics **Carleton University, Ottawa, ON** Sep 2011 - Jun 2015

SAS Base Certificate Completed: Jun 25 2018

SAS Advanced Certificate Candidate Target: Oct 2019