

Johnson Liu

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QUALIFICATION HIGHLIGHTS

- 4 years of experience data analysis experience via SQL in Databricks / SAS / SQL Server (data ETL process), Python (dataframe manipulation), BI reporting by Power BI, and Microsoft Access, Excel, VBA in market research, banking product promotion and customer behavior analysis etc.
- Solid research and analytical skills in complex projects (customer segmentation & sales forecasting)
- Experienced handling large datasets in big data environment (Databricks DeltaLake, Azure SQL DB)
- Competent in advanced quantitative & qualitative analytics with strong capabilities in multitasking and time management; Demonstrated ability to work both independently and collaboratively

EDUCATION

Double Majors - Bachelor of Science, Economics and Statistics, University of Toronto	2010 - 2015
SAS Certified Specialist: Base Programming /Advanced Programming	2021
Certified SQL & Data processing Trainer of EDPYPF	2020 - Present
Canadian Securities Institute – Canadian Securities Course (CSC)	May 2016

PROFESSIONAL EXPERIENCE

Consulting Data Analyst, EDPYPF Services Inc., Toronto	2019.06 – Present
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- Collaborated with stakeholders from sales and service teams to collect business requirements and lead initiative solutions of data prototype and visualization projects for RFP process; Executed SQL queries for routine ETL and ad hoc analysis to support and answer business questions
- Built Power BI dashboard on customer, market data (gathered from banking & retail clients) to sort out the metrics affecting CRM loyalty (RFM KPI) and delivered business insights to sales and marketing team; Generated analysis of customer migration and cross-shopping behavior to launch campaign strategies upon targeted customer groups in terms of transaction details and RFM scores
- Developed month-end reports in Power BI to provide a detailed-level view of sales performance for retail client.
- Participated modern Datawarehouse solution through Databricks-deltalake platform on building files based datalake and conducted ETL implementation on data flow and pipeline design and built the transaction data mart for automated CRM Dashboard process

Sr. Financial Services Representative, CIBC	2016.11 – 2018.11
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- Designed data driven methods for collecting data (customer surveys, questionnaires, cold calls) and analyzing product, market and customer needs to plan effective targeting strategies on improving yearly target.
- Being promoted to the senior position for deep understanding of retail banking products, mastering client view analysis and exceeding yearly target by 60%
- Validated clients' financial documents, performed in-depth analysis, and well prepared for their applications, objectives, and deliveries via 6+ internal tools, such as online salesforce and Microsoft Dynamic CRM system
- Reduced \$200K+ loss risks for both clients and company by identifying risks and collaborating with other internal departments, such as AML transaction analysis, Risk evaluation etc.
- Conducted effective communication with clients and grasped key demands quickly; Designed and implemented financial solutions aligned with their short and long-term objectives; Provided ongoing support
- Automated repetitive Excel tasks using VBA macros, which saved 50% time in data integration

Product & Market Analyst, Sharetea	2015.04 – 2016.10
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- Developed Product & Customer sales trending analysis based on transactional, membership & demographic data and identified the top tier customers and products (eg. % of Sales >30% vs overall); Created trending analysis by visualizing the most informative KPIs via Tableau; Built marketing improvement and product development strategies such as effective mark down, promotion and cross-selling to improve the business performance.
- Validated inventories, forecasted replenishment, and ensured supply chain service level on a weekly/monthly basis