Marguerite Mei

(647) 997-5519 | mgrtmei@gmail.com | Toronto, ON

Core Competency

Master graduates with background in **Finance** & **Retail**, possessed **critical thinking** and **4 years'** analytics experience in **Financial Analysis**, **Corp Accounting**, **CRM** and **Marketing**. Strong technical thinking and hands on implementation in various **data manipulation** and **data visualization**. A true problem solver and team player!

Qualification

✓ **Financial Analyses**

Finance & Accounting; SAP Order-to-Cash Cycle; Reconciliation; Budget & Forecasting

✓ **Data Analyses**

Data Integration, Extraction, Transformation & Load; Data Gap Analysis; Ad hoc queries

✓ **CRM & Marketing**

Customer Behavior & Segmentation; Market Share & Strategic; Campaign Strategy & Analyses; LVMH

✓ **Data Visualization**

Business Requirement, Power BI, Google Analytics, layout, KPI design, Report Automation

Tech Skills

- **Data**: Advanced **SQL**, **Power BI**, **Google Analytics**, MS Access, **Enterprise Excel**, **VBA**, Python
- **Application & Tools**: **SAP Sales** & **Distribution,** SPSS, draw.io, Jira, ServiceNow
- **Platform**: **SQL Server**, Snowflake, Azure Cloud, Databricks, Data warehouse

Education

Master of Management, International Accounting and Finance	University of Windsor	Sep 2020 - Jun 2022
Bachelor of Commerce with Honors	York University, ON	Sep 2014 – Oct 2019
Graduate certificate, Professional Accounting	Seneca College, ON	Sep 2019 – Aug 2020
Certificate: Google Analytics Basic & Advanced, Digital Campaign	Google	Aug 2022

Work Experience

Data Analyst	**EDPYPF Services Inc.**	Jan 2022 - Current

- Collected business requirement via business meeting, data investigation to identify business logic & KPI formula etc
- Monthly Income Statement Reporting Automation using VBA in Access and Excel, which saved 50% time on
- Banking transaction analysis and RFM model on customer migration and segmentation towards launching new credit card
- Designed Power BI dashboard on expense control with YoY and actual vs. budget analysis
- Answered various ad hoc business questions and analyzed industry trends towards Customer Sales database and action on closing gaps with resolving data duplicate and data integrity issues

Financial Analyst	**Ginis Electronics Technology LLC**	Sep 2017 - Dec 2021

- Automated invoicing process through Excel Marco, VBA to upload invoice data to accounting database.
- Accounts bookkeeping maintenance and data reconciliation for GL, AP, AR in SQL Server 2014
- Worked with bank, internal / external stakeholders on accounting related, like financing, insurance, securities, credit cards, finance income statement and balance sheet.
- Worked with 3rd party company on monthly, quarterly and yearly adjustment, posting, auditing and financial reporting
- Managed 10+ marketing channels across multiple industries seeking for business opportunities in short turnover periods; Arranged project set-up and execution liaising with certain regional demand analyses
- Analyzed and grasped client core demands quickly; Well-prepared with explicit business workflow, objectives, and deliveries

Business Analyst	**Axis Communications Inc.**	Jun 2017 - Aug 2017

- Collaborated with stakeholders from sales and service teams to collect business requirements and lead initiative solutions in data manipulation process; Prepared SQL queries for routine and ad hoc analysis
- Planned event for distributors training campaign, creating contents, and tracking, analyzing subscribers using WeChat
- Developed potential customer through questionnaire and interviews & identified core group through scoring based selection
- Made strategy presentation; praised by C-level clients for research-based insights, establishing new business opportunities

Projects Experience

Bell strategies to accelerate prepaid gross subscriber additions	University of Windsor	May 2022
Customer based Brand Equity Management Project	University of Windsor	Dec 2021
Marty's Department Store – Customer Grouping & Campaign Analyses	York University	Sep 2020