Yiran (Christy) Chen

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EDUCATION

University of Toronto   Sep. 2017 – Jul 2021
- Bachelor of Science, Statistics & Economics
- Relevant Coursework: Data Analysis, Introduction to Computer Programming, Method Data Analysis, Financial Economics

Certification: Google Data Analytics Professional, Databases and SQL for Data Science with Python

RELEVANT EXPERIENCE

Data Analyst Consulting Intern | EDPYPF Services Inc. | Markham, ON   Oct. 2022 – Present
- Conducted customer segmentation analysis to identify high-value customers for a retail chain store.
- Developed dashboard analysis to evaluate the effectiveness of an e-commerce client's marketing campaign.
- Contributed to a market & profitability analysis to provide selling strategy recommendations for a telecom company.
- Participated in workflow model designs contributing to business requirement delivery.

Data Analyst Intern | ZGC Smart City Co. Ltd / Beijing, China   Jun. 2021 – Aug. 2021
- Extracted, transformed and loaded 200k+ data from the Bureau of Real Estate Management into PostgreSQL DB using Python
- Participated Patients Contract Tracker project and maintained the newly reported cases into database
- Visualized patients' relationships via Neo4j, spotted risky areas to prevent expansion of infection chain

Investment Analyst Intern | Galaxy Securities | Beijing, China   May. 2022 – Jul. 2022
- Assisted in designing qualitative research questionnaire; summarized key findings after consumer focus group discussion.
- Cleaned and analyzed product transactional data in Excel and R;
- Identified the correlation among sales data, stock market index, Consumers' attitude through regression analyses
- Submitted a first listing day analytical report on real estate investment trust (REIT) through analyzing Wind financial data

ADDITIONAL EXPERIENCE

Data Analytics Consulting Virtual Internship | Forage KPMG | Remote   Feb. 2023
- Conducted RFM analysis to identify target customers for a company to drive higher value.

Commercial Banking Innovation Development Program | Forage J.P. Morgan Chase | Remote   Jan. 2023
- Utilized various analytical tools to evaluate a new banking service's market potential.

Google Analytics for Beginners and Advanced | Google Analytics Academy | On-Line   Dec. 2022
- Established skills to analyze internet-behavioral data to better understand customers and find solutions to improve businesses.

Customer Support | HUAXIA Bank | Kunming, China   Jul. 2020 – Sep. 2020
- Consulted with clients regarding loan prime rate (LPR) conversion and advised over 100 owners on their decisions
- Helped clients open credit cards, and recommended financial products to clients based on their financial needs

ACADEMIC PROJECTS

- Bellabeat Smart Device Marketing Strategy Analyses & Visualization   Jan. 2023
- Statistical model based Gender Bias Investigation with data wrangling - Black Saber Software Inc.   May. 2022
- Market Share Analysis – Big Buy Retail Sales   May. 2021
- Digital Marketing – Campaign KPI determination & Analyses   Sep. 2020

SKILLS & INTERESTS

- **Coding Languages:** SQL, Python, R
- **Data Toolsets:** Databricks, Snowflake, Excel, VBA, draw.io, Sql Server Database, Power BI, Tableau, Google Analytics
- **Interests:** Sports, Traveling, Painting, Art Crafting, Reading, Baking