Cindy Lin

C: (201) 736-0653 | NY   E: Yihsuanlin.cindy@gmail.com

OBJECTIVE

To obtain a **Data Analyst** or **BI Developer** position focusing on various Business Intelligence projects, specialize in business case analysis, business requirement collection and dashboard development, which covers Sales, Budget & Forecasting, CRM, Campaign, Marketing in Financial Services, Banking, Telecom, Retail and IT Consulting.

QUALIFICATIONS

- Collected **Business Requirements** and delivered BRD & Function Design
- Demonstrated ability helping customers with **user stories**, **KPIs** and creating **Dashboard POCs**
- Conducted **data investigation**, data **profiling** and identified all **data gaps** for data **modeling** purpose
- Hands-on manipulation with **large dataset** and possessed advanced **SQL** skill in **performance tuning**;
- Designed **Customer Segmentation Dashboard** using **Power BI** including Data Modeling, Query Design, DAX formulating for measures, Visualization design, and dashboard performance optimization
- Implemented **enterprise reporting automation** using **Access**, **Excel** and **VBA**, Marco with solid understanding about **Business Flow**, **Financial Modeling** and **Control Design**
- Strong self-learning capabilities; quick mastering new tech required to deliver qualified work in short term
- Possessed excellent analytical and critical thinking; Worked well under pressure as part of a team

TECH SILLS

Design & Development: Data ETL/ELT process, Data Mart, Data Model and BI Dashboard Design
Software: Access, Excel, **Power BI**, Tableau, **Snowflake**, Azure SQL DB, Databricks, Jira, ServiceNow, draw.io
Programming: TSQL, VBA, SparkSQL, Python and PySpark, SPSS

PROFESSIONAL EXPERIENCE

Data Analyst Consultant | EDPYPF Services Inc.   May 2022 – Present

- Collected business requirement; designed and determined KPI, dimension, workflow and timeline to deliver BRD.
- Enhanced relationship data modeling for issue tracking & action taking system with major requirement change.
- Led a team of 4, Delivered Data ETL mapping specification and proof of concept for a BI dashboard project
- Designed CRM Segmentation dashboard using RFM model & Power BI to support targeted campaign design
- Analyzed a retail bank's sales and customer data to identify strategic insights for success in Python.
- Monthly Financial income statement report design, automation and publishing into SQL Server using VBA.
- Telecom Market Share & Strategic profitability analysis to support decision making based on cash-flow with dynamic parameter driven model on identifying turning point for two options of selling strategies
- Yearly Budget and forecast KPI calculation/preparation for both sales forecasting and expense control.
- Summarized Access & Excel reporting flow for enterprise-level reporting automation.

PROJECT EXPERIENCE

Commercial Banking Innovation Development Program | JP Morgan   Sep 2022

- Developed an issue tree to break down a problem statement for structured problem solving.
- Estimated the size of a Potential market with TAM-estimate using Excel spreadsheet.
- Conducted an interview guide for interviewing stakeholders of a product development project.
- Documented a Customer Journey Map to identity pain points. Identify potential customers through dataset analysis
- Assessed product opportunities by prioritizing customer needs, cost and complexity to build the solutions
- Presented a marketing strategy for JPMorgan Chase's Commercial Banking team.

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Data Analytics Virtual Internship | KPMG International   Aug 2022

- Developed an interactive dashboard for a sports equipment company, displaying the trends of revenue-related metrics to assist in business decision making; summarized and visualized data statistics with Microsoft Power BI
- Assessed data quality with data exploration & cleaned data issues; interpreted the results to understand the trending consumer preferences & behaviors; provided marketing recommendations in catering to target customers.
- Conducted Master Data Cleansing and standardization; configured enterprise level Product Hierarchy
- Managed multi-parties' communication and organized weekly meetings with customers to review CRs, incidents, and ad hock requests based on business logic & operational workflow

BUSINESS CASE ANALYSES EXPERIENCE

- Case Analysis of Credit Risk Evaluation of a Bridge Loan   Apr 2022
- Bell strategies to accelerate prepaid gross subscriber additions   May 2022
- Market Share Analysis – Big Buy   Jan 2022
- Digital Marketing – Campaign KPI determination & Analyses   Nov 2022
- Home-School Connection Team Research Project | NYU   Sep 2021 - Nov 2021
- Market Research | Shanghai Hinichijou Cafe   May 2021 - Aug 2021

EDUCATION AND PROFESSIONAL TRAINING

EDUCATION

- Bachelor of Science, Applied Psychology   **New York University**   Sep 2015 – Nov 2019
- Certificate: Google Analytics 2022 Basic and Advanced, Digital Marketing Campaign

SELF-TRAINING PROJECT

- Udemy: Up & Running with Power BI Desktop   Jan 2022
- UDACITY: SQL for Data Analysis   Jun 2021
- Udemy: Ski Through Snowflake - Datawarehouse   Jul 2022
- Udemy Python - Automate the Boring Stuff with Python Programming   Jan 2022
- Sqlzoo AdventureWorks – Ad hoc business analyses   Oct 2020