

Data Analyst with 2 years of experience in **Financial, Marketing** and **CRM** Analytics. Specialized in **Data Analyses & Data visualization**, Cindy has been heavily engaged in **Business Intelligence** processing of data using **Excel, SQL, Python** and **Power BI** in business of **retail, banking** and **Telecom**. With true passion in business and technology, Cindy has been proven to be **high performed** and **accountable** team player in various projects.

CORE COMPETENCIES

- ✓ Business Process Optimization
- ✓ CRM, Campaign & Risk Analyses
- ✓ Digital Marketing
- ✓ Accounting
- ✓ Dashboard & Reporting
- ✓ ETL, QA, Data warehouse
- ✓ Data Cleansing / Data Quality
- ✓ Access, Excel Automation

TECHNICAL BACKGROUND

- **Design & Development:** Application UI, Data engineering process, Data Sampling, Model and automation design
- **Software:** Access, Excel, Power BI, Tableau, 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.

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 identify 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.

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**.

PROJECTS

- 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

Bachelor, Bachelor of Science, Applied Psychology **New York University**

Sep 2015 – Nov 2019

Certificate/Learning: **Google Analytics** Advanced - Aug 2022 | **Udemy:** Up & Running with Power BI Desktop Jan 2022**UDACITY:** **SQL** for Data Analysis - Jun 2021 | **Udemy:** Ski Through **Snowflake** - Datawarehouse Jul 2022