CONNIE YE

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Experience: CRM, Supply Chain, Marketing, Campaign, Data Reconciliation, Reporting & Dashboard

Data Analyst | EDPYPF Services Incorporated | Markham, ON | Mar 2023 ~ Present

Power BI Dashboard & Report Development
1. Customer Behavior Analyses
2. DC Inventory Management
3. Sales Performance Dashboard
4. Expense Control Dashboard

Data Profiling & Cleansing
1. Duplicates handling in Dim and Fact table
2. Integration Check on Product data
3. Tag Analysis to create customized category

Business Requirement Collection as a bridge

Financial Analyst | Bank of China | Bejing, China | Jul 2022 ~ Mar 2023

Transaction Analysis
- ✓ Conducted retail banking CRM Transaction Analysis by utilizing RFM model, categorized Customer Group for redefining campaign implementation strategy

Risk Modeling & Data Visualization
- ✓ Developed predictive models on risk evaluation; Enabled quick identification of trends and actionable insights with Power BI Dashboard

Data Gap Analysis & Reconciliation
- ✓ Conducted root cause analysis of data anomalies, reduced data-related errors by 20% and providing process improvement recommendations

Automation
- ✓ Automated manual reporting tasks, reducing report generation time by 60% and improved operational efficiency

E-Commerce, Supply Chain Analyst | ELITE LIVING Canada | GTA, ON | Jul 2018 ~ Jun 2022

E-commerce Analyst

- Analyzed e-commerce data to identify customer behavior patterns, sales trends, and growth
- Utilized Google Analytics & web analytics tools to track user engagement & conversion rates
- Collaborated with cross-functional teams to reduce lead times by 15% and transportation costs by 10%
- Implemented data-driven KPIs to measure logistics performance and track operational goals.
- Prepared reports and presented and communicate insights, recommendations to stakeholders.

Sales and Marketing Strategist

- Revamped and optimized B2B sales process, introducing innovative strategies and approaches.
- Devised and executed strategic marketing campaigns to expand brand presence in the USA market and on prominent E-commerce platforms (Wayfair, Overstock, Amazon, Walmart).
- Orchestrated impactful trade show events and sales initiatives, driving customer engagement and generating substantial revenue.

Supply Chain Analyst

- Implemented efficient inventory management system, establishing partnership with logistics suppliers
- Demonstrated expertise in overseas transportation processes and policies, ensuring timely and sufficient inventory procurement.
- Streamlined order management processes, fostering seamless coordination with customers
- Analyzed logistics data, identified trends, Conducted root cause analysis, improving order fulfillment rate by 12%

Education & Skill: Business, Data, Technical Tools

BA in Communication and Media Studies
Carleton University - Ottawa | May 2018

Certificate: Google Analytics Advanced
May 2023 | SQL for Data Analysis - Udcity 2022

- ✓ Financial Modeling
- ✓ Data Analysis
- ✓ Dashboard
- ✓ Automation
- ✓ Business Process

- ✓ Complex SQL
- ✓ Excel Reporting
- ✓ Power BI & Tableau
- ✓ VBA, Python
- ✓ Snowflake, MS Access

Seeking for: Business Analyst, Data Analyst on CRM, E-Commerce, Campaign Performance & Digital marketing