

Insight Oriented Business Intelligence & Cloud Analyst

- Solid Consulting and **Data analytical** skills in **Customer Behavior** analysis
- Rich experience in **Data Warehouse, Data Mart, Real-time Reporting & Dashboard** design
- Hands on project experience on **BRD, Data Quality, QA & Cloud** Platform deliveries
- Excellent **Data Science** knowledge in **data cleansing**, model training & evaluation
- Strong communication skills to **bridge IT** and **business lines** to align project goals
- Solid understanding of Project Management: **waterfall** and **Agile** methodology in **JIRA**

Power BI
Tableau
SAS
Python; SQL
Access, Excel, VBA
MySQL, **PostgreSQL**
Shell Script, APIs
Azure Cloud

lotteries
CRM & Campaign
Predictive Analysis
Data Cleansing, **ETL**
Operational Report
Hadoop, **Pyspark**
MDM, **Data Quality**
AWS Cloud, Redshift

BI WORKING EXPERIENCE

	Strategy Insights Analyst Pollard Banknote Limited Dec 2019 – Mar 2021 <ul style="list-style-type: none"> ▪ Bridged between business and technical teams with excellent ability to transform raw data into meaningful & actionable insights to help stakeholders & clients to meet business goal and solve business problems. ▪ Solid business understanding of Customer Loyalty, Campaign, Sales and Marketing performance & evaluation ▪ Delivered BI solutions in various KPI dashboards, such as Sell Through Tracker & index calculator using Power BI ▪ Collected and shaped data from relational database to snowflake schema in SSAS Tabular Model. ▪ Inside out knowledge on Power BI, DAX, M-Code, PBI Services, Security, Power Apps & Data Flow ▪ Set up AWS infrastructure environment (IaC) including services IAM, EC2, S3, Redshift and Spark Data Lake. ▪ Table implementation optimization with identifying appropriate distribution style and sorting key ▪ Developed data engineering and ETL solution to load data from AWS S3 to Redshift using SparkSQL, PySpark ▪ Built & reusable and maintainable data pipelines with Apache Airflow in a partition way ▪ Set up task boundaries and Monitoring strategy of all data pipelines for production delivery ▪ Experience constructing NoSQL database using Apache Cassandra.
CRM & Campaigns	
BI Dashboard, PBI, Tableau	
Data Engineering, ETL Cloud - AWS	
	Data Analyst Intern EDPYPF Services Inc. Dec 2018 – Nov 2019 <ul style="list-style-type: none"> ▪ Collected business requirement; designed and determined KPI, metric, workflow and timeline to deliver BRD. ▪ Designed CRM migration data mart and dashboard using Power BI to identify targeted customer for campaigns. ▪ Analyzed a retail bank's sales and customer data to identify strategic insights for success in Python. ▪ Participated and contributed in a near real-time reporting project from end to end on Azure platform ▪ Assisted the ETL development to process CDC Data from premise server to Azure SQL DB through agent and Azure Event Hub for near real-time data flow within 15 secs through Streaming Analytics Query, Trigger, Stored Procedure and Azure Data Factory.
Retail, Banking BRD, CRM	
Real Time BI Cloud - Azure	
	Data Analyst YANGSHENG Mechanics Limited Jan 2014 – Jan 2016 <ul style="list-style-type: none"> ▪ Worked on various supply chain requests from both internal and external partners; helped strengthen up inventory and logistics operations via reporting, presentations to stakeholders with data-driven insights ▪ Acted as PostgreSQL DB admin to manage database deployment, maintenance and support DEV/QA activities ▪ Wrote various complex SQLs for Ad hoc inventory & logistics questions, reporting views in Datawarehouse. ▪ implemented data scraping & cleansing process in Python to build high quality of market categories data. ▪ Automated data process with data retention, data transformation and integration to transaction table etc.
Supply Chain	
SQL Focused	
Automation in Python	
	Research Assistant University of Manitoba Jan 2016 – June 2019 <ul style="list-style-type: none"> ▪ Extracted data from various sources and transformed into table structure for dashboard visualizations, predictive analysis using SQL, SAS, R and Python. Automated dashboards in Tableau to facilitate reporting to stakeholders
Data Science Project	

EDUCATION

Master of Science in Bio systems Engineering | **University of Manitoba** | Sep 2019 – Aug 2020

Bachelor of Engineering, Electrical and Biomedical | **Tianjin Polytechnic University, China** | Sep 2014 – Apr 2019

Relevant Courses: Process Optimization, Big Data Analytics, Machine Learning Models, and Statistical Analysis

CERTIFICATE

SAS Certified Advanced Programmer for SAS 9 | Oct 2019

Tableau Desktop Certified Associate | Nov 2020

Data Engineer Nano Degree - Udacity | Mar 2021