Sherly Wang

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PROFILE SUMMARY

- Extensive experience in **Business & Data Analytics**, including **CRM**, **Campaign** and **Market Analysis**
- Exceptional knowledge in **Reporting**, **Data Cleaning**, **Data Visualization** & **Process Automation**

SKILL SETS

- **Programming Skills** : **Python**, R, **SQL**, **Excel, VBA, Access**, Microsoft Azure Cloud SQL Server Database
- **Business Intelligence** : **Power BI, Google Analytics,** Tableau, SAS
- **Other Tools** : **SAP ERP**, ServicesNow, Autosys, Microsoft Visio, draw.io, LucidChart

WORK EXPERIENCE

Marketing Analyst, UnionPay International, North ON   **Mar 2020 - Feb 2021**

- Develop core competitive advantages to foster consumer loyalty by tailoring marketing campaigns towards target customers and researching on expansion of merchant channels
- Provide active support in sales, projects, business development, marketing and operations of a global payment network
- Identify opportunities and assist business strategy planning to increase UnionPay acceptance and enablement
- Revamped the marketing strategy by planning the route of Tourist Reception and creating special promotion events, which increased market share by 10+%
- Analyze an ongoing market trends, activities and competitor actions, develop KPIs to drive strong business insights and effective management of key merchants and Point of Sales
- Conduct top n analysis on merchant categories, transaction count/amount and margin growth rate analysis through time-based dashboard for management decision making

Tools Used: Python, Power BI, Excel, VBA

Data Analyst - Intern, EDPYPF Services Inc. Thornhill, ON   **Nov 2019 – Feb 2020**

- Analyzed industry trends and customer segmentation data in SQL database and validated the data integrity gaps.
- Prepared prototype of Power BI dashboard for CRM & Marketing analysis, demonstrated POC with self-serve BI tool
- Monthly Financial income statement report automation process design and development using access and excel
- Data Quality analysis, summarized the method to resolve duplication issue in data warehouse
- Credit Risk Modeling using Logistic Regression in R to reduce the Bad Loan Error Rate for loan application

Tools Used: Power BI, Azure Cloud SQL Server, Access, Excel, VBA, Python, R

RESEARCH PROJECT

KPMG Data Analytics Virtual Internship   **Feb 2021**

- Developed an interactive dashboard for a sports equipment company, displaying the trends of revenue-related metrics to assist in business decision making
- Assessed data quality with data exploration and cleaned data issues; Summarized and visualized the data with VBA & Tableau
- Interpreted the results to understand the trending consumer preferences & behaviors; Provided insight in catering to the target customers

Reliability Analysis - Product Design Project, University of Toronto   **Jan 2019 - Apr 2019**

- Drafted Process Flow Diagram; Conducted Failure Mode, Effect Analysis & Tolerance Analysis to maximize design's reliability.
- Worked under pressure, priorities & tight project deadlines with the team to ensure the deliverables' completeness

Data Analysis: Shelter Allocation Project, University of Toronto   **Sep 2018 - Dec 2018**

- Collected and cleaned data from multiple sources utilizing Python Pandas, NumPy and SQL
- Applied machine learning algorithm to predict the occupancy rate of Toronto's homeless shelter

Financial Analysis - Drinking Water Plant Project, University of Toronto   **Sep 2017 - Dec 2017**

- Produced a financial assessment report providing acquisition recommendation on a healthcare product company
- Performed financial analysis. Estimated capital cost, operating cost and revenue through equipment quotations with vendors, financial statements forecast modeling and dynamic parameterized reporting;
- Created cash flow diagrams and conducted sensitivity tests.

EDUCATION

Master of Engineering, **University of Toronto**   **Sep 2018 - Nov 2019**
Bachelor of Applied Science, **University of Toronto**   **Sep 2015 - Feb 2020**

Career Training: SQL, Excel, VBA   **Power Career**   **Nov 2019 - Dec 2019**
Certificate: Google Analytics