

- **Strength:** **Business Requirement Analysis, Agile Development**, Critical Thinking, Project Coordination, Presentation
- **Business:** **Health Care, CRM**, Retail, Campaign, Supply Chain
- **Tech Skills:** **Automation** design, **Data QA, Cleansing, Visualization**, ETL, Modeling, Web Application
- **Tools:** **Python, Complex SQL**, R, VBA, **Access, Excel**, SQL Server, **Power BI**, Tableau, Jira, SerivceNow, draw.io

ACADEMIC BACKGROUND

Bachelor, Statistics & Cognitive Science - University of Toronto Sep 2015 - Nov 2019
Double Major (GPA: 3.7/4.0), Minor in Computer Science; Presidential Entrance Scholarship Award in 2018-2019
Relevant Courses: *Probability, Statistics and Data Analysis | Statistics for Computer Scientists | Time Series Analysis | Multivariate Analysis | Design and Analysis of Experiments | Methods of Data Analysis*
Certificate: CFA I Completed & CFA II Candidate Nov 2019 - Jan 2020

LIST OF PROJECT

- | | | |
|--|------------------|----------|
| • Access Excel Reporting Automation – Monthly Financial Report | Bubble Express | Jun 2016 |
| • Health Care Data Automation & App development & Project coordination | Toronto Hospital | Apr 2020 |
| • Customer Loyalty & Campaign Analysis – Power BI Dashboard | Edpypf | Aug 2020 |
| • Distribution Center Inventory Analysis BRD delivery | Edpypf | Nov 2020 |
| • Tableau Dashboard - Target Customer Data Analytics | KPMG | Jan 2021 |

PROFESSIONAL EXPERIENCE

- Business Analyst - EDPYPF Services Inc.** Aug 2020 - Jan 2021
- Business requirement analysis and determined KPI, workflow & process to deliver BRD for DC inventory dashboard
 - Enhanced relational data modeling for Issue tracking & action taking system with major requirement change.
 - Implemented data migration and prepared test plan, test cases and test script for Quality Assurance
 - Created customer dashboard with RFM model to support decision making & ensure effective targeted campaign
 - Analyzed a retail bank's sales and customer data to identify strategic insights for opportunities of success in python
 - Solved performance problem of handling huge transaction counts per 5-minutes interval in a timely manner, which saved and guaranteed an successful production release
 - Summarized & compared data quality issues in Datawarehouse / Data science areas and presented to project team
- Data Engineer - Interactive Media Lab, University o Toronto** Apr 2020 - Aug 2020
- Provided data processing & Web UI design as data guru for a healthcare web app which is currently used by Toronto Hospital doctors and researchers.
 - Designed data cleansing steps, specification and process, which targeted for both automation and self-exploration.
 - Collaborated with team members to optimize over 200 files in the Framingham heart study dataset for the use of transfer learning, which provides self-manipulation features & further analysis support of data science research.
 - Perform exploratory data analysis on given dataset by using matplotlib to visualize and provide insights for the condition of the data, resulting in 40% overall reduction in non-statistically significant data.
 - Worked on transfer learning (using Sklearn) by construction of quantitative models and analyze the aspects of dementia, in hope of understanding the contributing factors to dementia in human cognition.

EXTRACURRICULAR & RESEARCH

- KPMG Data Analytics - Virtual Internship** Jan 2021
- 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 the data statistics with VBA and Tableau codes
 - Assessed data quality with data exploration and cleaned data issues;
 - Interpreted the results to understand the trending consumer preferences and behaviors
 - Provided business & marketing recommendations in catering to the target customers
- Operation Practitioner - Bubble Express - Junior Achievement Canada** May 2016 - Aug 2016
- Gathered operational data from the line of business and collected requirement on marketing initiative
 - Provided data modeling in access and created user data entry interface for operation team.
 - Created operation/financial report in excel using collected data for sales, marketing and competitor analysis
 - Worked with front store team to understand the sale process and optimize the procedures to improve efficiency
 - Setup the operational workflow from budgeting, purchasing, quality control, inventory, sales to cost control & settlement
- Assistant Equipment Manager - Kendo Club** May 2017 - Aug 2018
- Assisted in equipment maintenance and equipment orders. Responsible for daily recording of equipment information.
 - Coordinated between the members and the equipment shop during their equipment purchases.

Interest: Investment Management; Badminton – team NB; Runner-up in the 2016 Kendo Championship Canada