

- **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, ServiceNow, 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 2021

LIST OF MAJOR PROJECTS

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 of 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 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