Linxuan Wang

North York, ON | 5148853690 | wulixuanxuan@gmail.com| LinkedIn/Linxuan

Summary

- Experienced candidate with 2+ years of background in data analytics and e-commerce industry.
- Skilled in data processing and analysis using **SQL, Python**, and **Tableau**, with a focus on company performance, customer profiling, and audience segmentation.
- Experienced in developing email marketing campaign segmentation strategies based on customer behavioral data, transactional history, browsing history and email engagement.
- A collaborative team player with strong communication, organizational, and time management skills, as well as a strong interest in data-driven marketing strategy.

SKILLS

- ETL: SQL, VBA, Pandas, MYSQL, NumPy, Data Warehouse
- Data Modeling: Python, Data Science Mindset, Jupyter Notebook, R
- Data Presentation & Visualization: Tableau, Power BI, MS Office Suite, Matplotlib

Project 1: Bike Store: Improving Customer Retention and Sales

- Cleaned and processed raw data with MySQL and Python, eliminating typos and irrelevant information.
- Performed RFM analysis on customer data to segment into distinct groups, enabling personalized promotions and sales strategies. Offered valuable product packages to increase sales and decrease inventory.
- Identified advertising channels by analyzing customer geographic data and targeted advertising on Instagram to increase user interaction.
- Created a Tableau dashboard to visualize results and provide actionable insights to the owner.

Project 2: Enhancing Customer Retention in Online Food Delivery Platform through Joint Restaurant Promotions and Incentives.

- Preprocessed large dataset (3 million records) and converting json format to csv.
- Imputed missing values, performed data cleaning and quality validation to ensure accuracy and consistency.
- Conducted thorough analysis of restaurant data and applied rigorous filtering to identify qualified restaurants.
- Leveraged historical and profile data to classify platform users into distinct groups and recommended targeted promotions, as well as screened for fraudulent accounts.
- Constructed a business performance evaluation workflow to identify optimal business partners for promotional collaboration. Visualized and presented results using Matplotlib and created dashboards and story in Tableau.

PROFESSIONAL EXPERIENCES
Data Analyst(Contract), Yongesolutions Tech Inc., Toronto, ON   **Jan 2022 - Aug 2022**

- Leveraged strong analytical prowess to administer end-to-end data processing including data cleansing, extraction, transformation and loading, manipulation, aggregation, and analysis to achieve bottom-line results aligned with the company's short/long-term objectives.
- Implemented advanced data processing, designed SSIS, ETL packages to administer updated original data into staging databases with SQL commands and statistical knowledge.
- Performed time-series analysis using algorithms and collaborated with other analysts via JIRA to optimize alert models using Python.
- Created data mapping specifications and migrated data with accuracy and precision. Established and optimized data aggregation system to collect information.

Business Analyst, OUSUIS Inc., Montreal, QC   **Jun 2019 - Dec 2021**

- Increased yearly sales by over 30% through analysis of customer behaviors, vendor partner relationships, and industry trends.
- Optimized an automated solution in SQL to support the business in analyzing large data sets to assess historical performance, infer meaningful insights, and recognize opportunities for improvement.
- Established data linkage using SQL to aggregate sales performance, financial ratios, and corporate revenues.
- Provided detailed reporting and dashboards to monitor KPIs and investigate any anomalies with Tableau.

E-commerce Transactions Analyst, nZone media, Montreal, QC   **Feb 2019 - May 2019**

- Managed financial accounts, tracked daily payments and validated the risks of transaction fraud.
- Collaborated with the business analytics team and commercial vendors to optimize the transnational system.
- Create Tableau dashboards to visualize current or potential issues and provide recommendations.

Bilingual Customer Service Representative (Assistant Supervisor), nZone media   **Apr 2018 - Feb 2019**

- Handled inbound customer contacts professionally, especially being accountable for critical conversations from customers with negative sentiments. Trained service staff and coordinated their tasks.

Operations Specialist, Ymatou   **Oct 2015 - Dec 2017**

- Conducted the company's performance evaluation based on the CRM database and gave recommendations on business plans to the boards. Conducted marketing analysis of industry trends and competitor performance.

Education

Finance (BComm) John Molson School of Business, Concordia University   **Sep 2014 - May 2018**

Investment opportunities and marketing analysis | Fundamental analysis, technical analysis and quantitative analysis | Strategic and critical thinking

CERTIFICATE OF COMPLETION

Python A-Z™: Python For Data Science With Real Exercises!

Instructors   **Kirill Eremenko, Ligency | Team**

Linxuan Wang

Date   **Nov. 11, 2021**

Length   **11 total hours**

udemy

CERTIFICATE OF COMPLETION

SQL - MySQL for Data Analytics and Business Intelligence

Instructors **365 Careers**

Linxuan Wang

Date **Dec. 9, 2021**

Length **10 total hours**