LEON LINXUAN WANG

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Professional Summary

Dedicated and results-driven Business & Data Analyst with a proven track record in CRM, Campaign, Planning, and Transaction Analysis within the Retail, E-Commerce and Banking sectors. strong in Data Integration and Visualization

- ✓ Financial Modeling
- ✓ CRM Analysis
- ✓ Email Campaign
- ✓ Performance KPI – Sales & GM
- ✓ Business Requirement

- ✓ Complex SQL, Python
- ✓ Advanced Excel, VBA, Automation
- ✓ Dashboard - Power BI, Tableau
- ✓ QA, Reconciliation, Data Quality
- ✓ Data Integration

Work History

Data Analyst | EDPYPF Services Incorporated | Markham, ON   Sep 2022 - Present

- 3-phase Customer Segmentation analysis for targeted campaign implementation
- Developed and delivered 10+ Power BI dashboards, providing valuable insights on Customer Behavior, Targeted Campaign Effectiveness, Sales Performance, and Expense Control.
- Achieved a 15% increase in email campaign effectiveness by conducting Email Campaign Analysis, focusing on customer engagement metrics such as Open Rate, Conversion Rate and Churn Rate.
- Enhanced data quality and performance by cleansing a dataset of 9 million rows using SQL, Python, and Excel VBA, resulting in a 90% reduction in processing time.
- Streamlined Access and Excel reporting processes, leading to a 30% reduction in reporting time and enabling enterprise-level reporting automation.

Data Analyst | YongeSolutions Tech Inc. | Toronto, ON   Jan 2020 - Aug 2022

- Collaborated closely with clients to identify key customer transaction KPIs and created time-series dashboards to monitor and analyze trends.
- Leveraged strong analytical prowess to administer end-to-end data processing including data cleansing, ETL, reconciliation and analysis to achieve bottom-line results aligned with the company's objectives.
- Presented and visualized data insights, collaborated with related departments to provide recommendations on opportunities and potential risks.

Business Owner | OUSUIS Inc. (Retail, Ecommerce), | Montreal, QC   Jun 2019 - Dec 2021

- Orchestrated and evaluated the procurement process, resulting in a 15% increase in profitability.
- Developed, optimized a robust supply chain network, which covered supplier selection, logistics optimization and export procedures, ensuring an improvement in SLA compliance and business efficiency.
- Formulated pricing and market campaign strategies for optimal market positioning and revenue growth.
- Implemented an end-to-end data platform that supported international trading operations and daily business functions, resulting in a 25% reduction in manual data entry and processing.

E-Transactions Analyst | NZONE media | Montreal, QC   Apr 2018 - May 2019

- Managed financial accounts, monitoring daily payments and assessing transaction fraud risks.
- Created Tableau dashboards to visualize issues, area for improvements and provide analysis-ready datasets.
- Handled inbound customer complaints and served as the accountable party for critical conversations as a 2nd level support representative, achieving monthly MVP awards with over 95% resolution rate.

Business Operations Analyst | Ymatou   Oct 2015 - Dec 2017

- Conducted Market, Pricing and Competitor Analysis to ensure Operational efficiency and dynamically accommodate to e-commerce market place position.

Education

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

Investment opportunities & marketing analysis | Fundamental, technical and quantitative analysis