

SILU CHEN Montréal, QC • (438)-927-8935 • siluchen.ritacontact@gmail.com

COMBINING DATA ANALYTICS x BUSINESS ACUMEN TO DRIVE BUSINESS GROWTH

Competencies: Data Analysis (Excel Advanced) & Visualization (Tableau/PowerBI) • Google Analytics • SPSS • SQL • Python • Business Intelligence • Database Management/Extraction • Business Requirement Documentation & Gathering

Certificates: Tableau 2019, 2018 & 10: Certified Associate Certification | Business Analysis Certification Program (IIBA – ECBA Certification) | Google Analytics Certification | **Languages:** English, French, Mandarin

HIGHLIGHTS

- ✓ Over 3 years of experiences in combining the power of data analytics and a strong aptitude in business knowledge to solve complex problems as demonstrated by several experiences, completed in a data-driven environment, highly comfortable in handling, analyzing and visualizing data
- ✓ Technically skilled with a master's background in data analysis, high intellectual rigour in quantitative and qualitative analysis, and a strong passion for being methodological
- ✓ Values a team spirit attitude and supporting the team in any capacity to deliver data insights

PROFESSIONAL DATA ANALYTIC EXPERIENCE

Maples Group – Montreal, QC

Jan 2021 – Present

Senior Financial Analyst

Jan 2023 – Present

- Design reports and dashboards in PowerBI to monitor company performance and profitability on multiple entities and departments, ensuring data integrity via various controls and data validation methodologies
- Demonstrate new automation opportunities and implement continuous process improvement, effectively deliver business reports to senior management
- Identify and conduct testing efforts for business initiatives, proactively identifying potential risks or issues to the business and provide plausible solutions to each risk/issue

Financial Reporting Analyst

Jan 2021 – Dec 2022

- Produce monthly and quarterly financial and non-financial reports, quality review on management accounts and supporting information on an ongoing basis to monitor performance for multiple subsidiaries worldwide
- Automate the preparation process of financial and non-financial reports and dashboards with *PowerQuery*, *PowerBI* and *VBA Macro*, improving overall efficiency and effectiveness
- Extract, transform and load (ETL) large volumes of raw data from SQL Server databases into reports and help executive teams with risk management, efficiency measurement and decision-making, as well as on newly created reports and create ad hoc analysis in *Excel*

MindGeek – Montreal, QC

Jun 2020 – Nov 2020

Data Analyst

- Conducted timely ad-hoc data analysis, data quality integrity investigations including problem sourcing and KPI investigations, collaborated with business units in understanding and support business needs
- Developed reports and dashboards by manipulating databases using *PowerPivot & SQL*, extracting and mining data (*Cube*, *Excel*), and using *Excel* and *Power BI* for visualizations
- Automated recurring reports through *VBA Macro* and delivered them regularly to support cross-functional teams, produced weekly reports for over 20 product portfolios on sales performance, goals and budgets to drive the business to new sales records, and established internal/external revenue tracking for stakeholders

PROJECT MANAGEMENT EXPERIENCE

SEG Education Internationale – Montreal, QC

Feb 2019 – Jan 2020

Program Coordinator

- Collaborated with the admissions and career services team on the delivery of the school's program

Dispensaire diététique de Montréal – Montreal, QC

Sep 2017 – Apr 2018

Program Coordinator & Data Entry Clerk

- Communicated with external stakeholders to collect required data and transferred customer needs into business requirements, allowing the business to transform its service delivery model

EDUCATION

McGill University – Montreal, QC

Grad: Jun 2019

Master of Applied Science, Data Analytics (Dissertation)