

Jackie Niu

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EDUCATION

Western University

Master of Data Analytics, AI Specialization

Sep 2025 – Apr 2026

University of Waterloo

Bachelor of Applied Science, Mechatronics Engineering

Sep 2020 – Apr 2025

EXPERIENCE

Product Analyst

May 2024 – Aug 2024

Super.com

- Conducted and analyzed **A/B tests** on new features, leading to a **150% increase** in conversion rate and **50% increase** in subscriber retention
- Developed a **predictive churn model** using **regression techniques**, enabling early identification of at-risk subscribers and informing targeted retention strategies that contributed to a **10% reduction** in M1 churn
- Built interactive **Looker dashboards** for revenue metrics, enabling real-time KPI tracking and data-driven decision-making

Marketing and Growth Analyst

Jan 2024 – Apr 2024

Super.com

- Designed **Amplitude** and **Looker** models to track mid-funnel marketing metrics, uncovering conversion bottlenecks and enabling **5% improvement** in overall lead-to-subscriber conversion rates
- Partnered with cross-functional teams and delivered **SQL-driven insights** on event and user data, directly influencing campaign optimization and marketing strategy adjustments
- Automated key data pipelines using **dbt**, reducing manual query time by **15 hours per week** while improving data consistency and version control across the team

Senior Data Analyst – Air Quality Team

May 2023 – Aug 2023

Environment and Climate Change Canada

- Improved data refresh efficiency by **80%** by building a **web-scraping pipeline** to retrieve smog warnings, generate spreadsheets, and update Power BI dashboards via **Power Automate**
- Designed a cross-platform **Plotly** dashboard presenting air quality forecasts and **50,000+** data points, enhancing data accessibility for **200+ users** and supporting environmental decision-making
- Automated file processing of **4,000+** datasets with Python services, reducing manual error-checking time and improving error detection and reporting via automated notifications
- Created **shapefiles** accurately depicting **200+ locations** across Canada using **QGIS** and Google Earth

Data Analyst – Air Quality Team

Sep 2022 – Dec 2022

Environment and Climate Change Canada

- Designed and developed an interactive dashboard on **Power BI** that ingests **50,000+** air quality data points to produce and visualize real-time analytics, including air quality performance indicators and health risk
- Evaluated air quality forecast accuracy using statistical analysis with **DAX functions**
- Developed a service in **Python** that receives air pollutant data and produces spreadsheets of the pollutants, categorized by properties such as type and date, using **Pandas** and **Openpyxl**

Data Analyst – Climate Team

Jan 2022 – Apr 2022

Environment and Climate Change Canada

- Created a **Python** data parser and visualizer that produces spreadsheets of real-time and historical weather-related events, e.g. road closures, climate warnings, from public RSS feed data
- Implemented precise weather location-tracking accurate to **110 meters**, as well as ingestion, processing, and cleaning of weather conditions data via **Pandas**, **NumPy**, and **GeoPy**
- Developed a dynamic dashboard in **Power BI** analyzing ECCC's data services and producing client-specific request and response metrics, visualized by region, sector, etc. in interactive tables and histograms

TECHNICAL SKILLS

Programming Languages: SQL, Python, R, C++, Java

Data Tools: dbt, Power BI, Looker, GA4, Amplitude, Excel

Libraries: scikit-learn, TensorFlow, PyTorch, Pandas, NumPy, Plotly