

# Halley Le . Jarvis Consulting

A recent graduate in Business Data Analytics with 2 years of work experience in business intelligence and data analysis. Proficient in Agile/Scrum methodologies, project management and customer service. Well-equipped with technical skills for data analysis including Python, R, and SQL. Expertise covers the design, development, implementation and testing of applications and system. Seeking a dynamic role as a Business System Analyst, where my technical acumen and collaborative skills can bridge the gap between business requirements and technical solutions.

## Skills

**Business Skills:** Project Management (Agile/Scrum, Jira, Notion), Team Collaboration (Zoom, Slack, Microsoft Teams), Requirement Analysis, Interpersonal Communications, Problem Solving

**Technical Skills:** Data Analysis and Visualization (Python, R, SQL, Excel, Tableau), Database Management (PostgreSQL, MySQL Workbench), Version Control (Git, GitHub), Business Process Modeling (Draw.io), Integrated Development Environments (IntelliJ IDEA)

## Jarvis Projects

Project source code: [https://github.com/jarviscanada/jarvis\\_data\\_eng\\_halleyle](https://github.com/jarviscanada/jarvis_data_eng_halleyle)

**Linux Cluster Resource Monitoring App [GitHub]:** Orchestrated the deployment of CentOS-based virtual machines on Google Cloud Platform for Linux Cluster Monitoring App. Set up GitHub repository, fostering efficient team collaboration and version control. Utilized Docker to manage and deploy a PostgreSQL database, optimizing resource utilization. Designed and implemented a relational database to store hardware specifications and usage metrics. Automated data collection process from each Linux node. Conducted thorough testing of the application and scripts to ensure robust functionality. Created a diagram of the cluster architecture using draw.io, enhancing communication and comprehension of the system's structure.

**RDBMS and SQL [GitHub]:** Develop a PostgreSQL relational database for a newly established city club to store and manage data about its business elements including members, facilities, and booking information. Used DDL to create 3 tables and specify their connections. Tested CRUD operations to validate that the database functions according to specified requirements. Ran testing SQL queries to ensure the accuracy and consistency of data stored in the database.

## Highlighted Projects

**Assessing the Feasibility of USA and Canada's Goal on Transitioning to Electric Vehicles (2022):** Conducted market research and aggregated data from multiple public datasets using Excel. Used Tableau to detect EV sales trend in the USA and Canada, analyzed and created visualizations of greenhouse gas emissions, charging stations, tax incentives to evaluate the feasibility and popularity of EV in the US and Canada. Created dashboards and story to convey findings and made presentation to audience.

**Analysis of Internet Past Use in Canada (2022):** Used R and RStudio to conduct exploratory data analysis and hypothesis testing on Canadian Internet Use Survey, explored the demographic and behavior of former Internet users, and published report with R Markdown.

## Professional Experiences

**Business System Analyst, Jarvis (2023-present):** Donec mattis sed justo et sagittis. Vestibulum lacinia nulla ipsum. Curabitur imperdiet nibh vitae leo lacinia laoreet. Nullam accumsan, lectus ut maximus ultricies, augue justo egestas mi, vel bibendum felis.

**Research Analyst, Buzzmetrics (2019-2021):** Oversaw full project lifecycle, utilizing Jira for create and update project documents including scope or work, deliverables, quotations, team involved, and contract status. Used Excel to analyze up to 100,000 social buzz per report, extracting insights, evaluating marketing performance, and delivering strategic recommendations. Generated 40+ brand tracking and campaign tracking reports using PowerPoint and Canva. Led a data team of 6 Content Analysts to set up process of cleansing, classifying and labeling data, creating timeline and schedule to keep track of the progress, achieving 100% on-time report delivery. Designed and maintained an interactive SocialHeat dashboard, enabling real-time tracking of client social media activities. Rapidly addressed client inquiries, creating urgency-based technical issue tickets for swift resolution.

## Education

**University of Windsor (2021-2023)**, Master of Management, Business Data Analytics, Odette School of Management

**University of the Thai Chamber of Commerce (2014-2019)**, Bachelor of Business Administration, Marketing, International School of Management

## Miscellaneous

- Datacamp Python for Data Analytics (2023)
- Datacamp SQL for Data Analytics (2023)
- Volunteer, ASO: Implemented recruitment plan for runners and walkers to join the Toronto Waterfront Marathon in October 2023. Researched potential donors and performed community outreach for fundraising.