Jiajun Liu

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PROFESSIONAL SUMMARY

Data Analytics and Business Intelligence professional with 5+ years of experience leading end-to-end analytics projects—from stakeholder requirements gathering and ETL design to advanced analytics modeling and dashboard development. Proven success implementing Microsoft Fabric, OneLake, and Salesforce CRM Analytics, including data models, SAQL scripting, and secure role-based access. Skilled in SQL, Python, Tableau CRM, and Power BI(DAX, M code), with hands-on machine learning experience using Spark and scikit-learn. Known for transforming complex business needs into actionable data solutions.

TECHNICAL SKILL:

Languages & Analytics: Python (Pandas, NumPy, scikit-learn, Spark), SQL, DAX, M Code
Machine Learning: Linear models, Clustering, GMM, PCA, ICA, RP , OpenAI embeddings models.
Data Platforms: Microsoft Fabric, Azure OneLake, AWS Starburst, Salesforce, Oracle, Postgres SQL
Visualization & Reporting: Power BI, Tableau CRM, Excel
Tools: GitHub, JIRA, VS Code, Ubuntu, Virtual Machines

WORK EXPERIENCE

Macquarie Capital   **May 2021-Present**
Senior Associate – Data Analyst   Jacksonville, FL

- Optimized and implemented Microsoft Fabric by leveraging the existing tenant structure to reduce data duplication by 70% in dataflows and semantic models. This improved governance, streamlined analytics workflows, and enhanced data consistency across analytics layers.
- Migrated legacy pipelines into a unified OneLake integration framework, enabling scalable, real-time analytics and direct query capabilities. Simplified ETL processes and accelerated stakeholder reporting by eliminating redundant data transformations.
- Automated analytics migration using Fabric Notebooks, reducing manual workload for over 100 legacy datasets and easing the shift to Lakehouse architecture by reusing and extending existing data models.
- Established an advanced analytics foundation by integrating Spark-based ML models within Fabric Notebooks to enable large-scale forecasting and reporting. Empowered business units to adopt scalable, standardized Lakehouse solutions for 100+ analytics use cases
- Developed Power BI solutions that incorporated external market data and stock insights to identify business opportunities. Delivered financial and operational analytics including headcount, cost-per-head, utilization, expenses, and P&L performance to inform leadership decision-making.
- Led CRM Analytics (Salesforce-native) implementation, including data modeling, SAQL scripting, dashboard setup, and security configuration. Delivered dashboards for banker engagement, client 360, and pipeline monitoring to support CRM adoption and business visibility.
- Trained and mentored team members on Salesforce CRM Analytics, including SAQL development, dashboard configuration, and data modeling.
- Awarded 2nd place in an AI Hackathon by designing a semantic search solution using Azure OpenAI for document embedding and indexing, reducing retrieval time by 60%.

Associate - Data Operation Analyst

- Developed and optimized SQL scripts for data validation, ensuring accuracy and consistency across multiple systems.
- Automated bulk data processing tasks using SQL and Python scripts, reducing manual effort by 40%.
- Partnered with Salesforce engineers to ensure smooth data integration and maintain data integrity in CRM platforms.

EDUCATION

Georgia Institute of Technology, College of Computing   **Aug 2023 – Dec 2025 (Expected)**
Master of Science in Computer Science with focus on Machine Learning
University of Florida, Warrington College of Business   **May 2021**
Bachelor of Arts in Business Administration   Gainesville, FL

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