

Education

MASTER OF SCIENCE IN SUPPLY CHAIN MANAGEMENT – The University of Warwick – UK Oct 2022-Sep 2023
Majors: Procurement and Inventory Management, Storage and Warehousing Techniques, Transport Techniques and Management

BACHELOR OF ECONOMICS IN FINANCE ENGINEERING – East China Normal University – China Sep 2018-Jun 2022
Majors: Advanced Excel Application, Mathematical Statistics, Time Series, Econometrics, Multivariate Statistical Analysis

Skills & Certifications

- **Alteryx (Alteryx Designer Advanced):** Data Cleaning, Regex, Transpose, CrossTab & Spatial
- **SQL (HackerRank Advanced Certificate):** MySQL
- **Tableau**
- **Excel (Microsoft Excel 2019 Expert):** VLookup, HLookup, Pivot Table, VBA
- **Python:** Pandas, NumPy, Matplotlib, Sklearn

Projects

CUSTOMER CHURN ANALYSIS – Personal Project (Skills utilised: SQL, Tableau, Figma) Feb 2023

This project aimed to identify the root causes of customer churn for Maven Telecom, and to provide recommendations to improve customer retention.

- Implemented **SQL** to create new fields and tables from customer database by using **Alter Add** and **Create Table**.
- Transformed and filtered data by using **Aggregating Functions**, **Case When** and **CTE** to improve the reporting process.
- Created a wireframe in **Figma** and visualised data in **Tableau** to identify key insights to retain customers.

SUPERMARKET MARKETING ANALYSIS – Personal Project (Skills utilised: Alteryx, Python, Excel, Tableau) Apr 2023

This project aimed to develop a marketing strategy for ABC supermarket to target the most potential buyers by analysing the marketing campaign conducted on 10% of their customer base.

- Performed data cleaning with **Join** and **Data Investigation** Tools in **Alteryx** to ensure data integrity.
- Built a Logistics Regression Model in **Python** with **pandas**, **numpy** and **sklearn** to predict customer purchase choice with 81% accuracy.
- Utilized **Excel Pivot Tables** and **VBA macros** to perform KPI Analysis.
- Loaded and joined datasets in **Tableau** and created an interactive dashboard with maps and User Conversion Funnel.

SKI RESORT SELECTOR DASHBOARD – Personal Project (Skills utilised: Alteryx, SQL, Excel, Tableau) Jun 2020

This project aimed to designed an interactive dashboard to assist people in selecting ideal ski resorts based on their specific requirements.

- Utilised **Regex**, **Transform** and **Spatial** Tools within **Alteryx** to analyse a geographical data set with over **800,000** records.
- Imported Excel data into **MySQL** and applied a **Windows Function** to rank ski resorts across continents and countries.
- Transposed data from columns to rows **using SQL** in order to visualise the data with tableau.
- Generated an interactive **Tableau** dashboard with **quick/context/global/chain filters**, **parameters**, and **calculated fields**.

Work Experience & Volunteering

CHEYLESMORE GOOD NEIGHBOURS – Volunteer – Leamington Spa, UK Feb 2023 – Sep 2023

- Provided one-on-one assistance to the elderly in using smart devices by simplifying technical concepts and creating step-by-step instructions tailored for individuals to reference.

TINGHSIN INTERNATIONAL GROUP – Operation Intern – Shanghai, China Jun 2021 - Sep 2021

- Collaborated with project managers to design product specifications and page layouts for e-commerce apps using **Excel**.
- Tailored push notifications through user profiling, resulting in a **20%** increase in repeat purchase rate.

WELLEM MEDICAL GROUP – Data Clerk Intern – Shanghai, China Jun 2020 - Sep 2020

- Utilised advanced Excel functions, including **VLOOKUP** and **nested IF statements** to generate accurate monthly return statements with **20,000** records for 8 clinics across 4 payment channels.