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| **kassie lu** | kassielu@gmail.com  linkedin.com/in/kassie-lu-67286b5  https://kassielu.github.io/portfolio/ |

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|  | **SUMMARY OF QUALIFICATIONS** |

Creative problem solver with a passion for data visualization, analytics and process improvement. A firm believer in the power of data to get new insights and implement business improvements. Aiming to utilize my technical and analytical skills to help inform key business decisions within an organization.

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|  | Education |

## Certificate in Data Analytics | University of Toronto

### 12/2020

## B.S. in Management Science, Information Systems and International Business | The Pennsylvania State University

### 05/2002

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|  | Experience |

## Business Support Analyst Lead | USAA

### 07/2021 – Now

## Partners with key stakeholders to assess, anticipate, and provide data-driven insights that are translated into action plans to achieve USAA’s DE&I Strategic Imperative accountabilities.

## Supports the business by analyzing and evaluating relevant complex Enterprise business data, information, metrics, and processes to identify opportunities and solutions to business plan development and optimization of business operations.

## Works with the business stakeholders to understand the business requirements and implement optimal data solutions.· Develops the data pipelines that cleanse, structure, and integrate data sets from source systems and third-party data structures into a consumable and accessible format for analyses and reporting with a mind toward accuracy, scalability, and high performance.

## Designs and implements a framework to continuously monitor and troubleshoot data quality and data integrity issues.

## Automates the most common and tedious data preparation and integration tasks to minimize manual and error-prone processes and improve productivity.

## Assists with renovating the data management infrastructure to drive automation in data integration and management.

## Distribution Operations Analyst | Subaru of America, Inc.

### 09/2018 – 07/2021

* Supported the sales distribution process by working with various internal departments to assure timely and accurate inclusion of information to support the wholesale and retail activities within the organization.
* Managed daily system exception reports to correct data and to address the underlying root cause in conjunction with IT.
* Provided research and analysis to support business operations and presents findings to management.

## Senior Programmer Analyst | Subaru of America, Inc.

### 10/2013 – 09/2018

* Provided functional and technical solutions to support and enhance Human Capital Management (HCM), Learning Management, Payroll and Legal applications. Reviews business processes, user requests and data to assess and determine ways to improve efficiency.
* Responsible for all EDI related activities, both inbound and outbound, from various applications.
* Served as project lead for the following systems implementation projects: Oracle Human Capital Management (HCM) Fusion, Applicant Tracking System (ATS) Taleo, and Payroll system Ceridian Dayforce. Lead the data migration effort that successfully converted 30 plus years of core HR data, Benefits, Compensation, Performance, and Applicant data from legacy systems to new systems. Supervised ETL processes, report building, dashboard design and creation using OBIEE. Oversaw the development of various interfaces to new systems by the off-shore team. Gathered requirements from business users and ensured interface requirements translated into system specifications. Managed the total conversion of 100+ Crystal reports to BI Publisher reports.

## Senior HRIS Analyst | Subaru of America, Inc.

### 11/2006 – 10/2013

* Performed all data collection, salary surveys, data analysis and proposed recommendations on new programs and existing pay practices, pay programs and compensation programs cost/benefit analyses.
* Managed all employee information through the Oracle database – ensured data integrity and accuracy. Supervised all HR data collection processes and procedures. Created and managed Oracle database objects to optimize day-to-day HR processes.
* Provided process improvements/re-engineering of HRIS Systems to best serve the company’s strategic goals. Evaluated opportunities to enhance or introduce improved ways of working through new HR Systems capabilities.

## Data Analyst | The Children’s Hospital of Philadelphia

### 08/2005 – 11/2006

• Served as a Report Analyst/Designer/Writer for the EPIC project to assist in the implementation of the EPIC system. Responsible for reporting and data mapping, documenting business requirements and functional specifications.

• Automated all tracking/trending reports functionality for areas that were traditionally handled manually.

• Validated, combined, manipulated and analyzed data from multiple sources to produce valid, integrated and actionable information.

• Provided critical departmental metrics for use in all specific dashboards and scorecards, which allows management to assess departmental and individual operational performance.

## Contract Analyst | Aramark Corporation

### 03/2004 – 08/2005

* Increased productivity by creating MS Excel macros that automate the report generation process.
* Analyzed components’ purchasing trends and conditions and provided necessary recommendations to ensure accurate allocation.

Database Development Programmer **|** **Kantar TNS**

### 07/2002 – 02/2004

* Provided quality control including verification of data in constructed databases.
* Created trend and cross-tabulation reports for analysis purposes.
* Trained internal staff and clients on the usage of the proprietary market research software called Miriad.

**SKILLS**

**Data Science:** Data Collection / Wrangling, Exploratory Data Analysis, Machine Learning, Data Visualization, Data Storytelling, Predictive Modeling

**Programming Languages:** Python, SQL

**Software:** Crystal Reports, Oracle BI Publisher, Power BI, Qlik Sense, Tableau, Visual Studio, Jupyter Notebook, Oracle E-Business suite, Oracle Cloud HCM