KENT TSE

LINKEDIN

linkedin.com/in/kent-tse

GITHUB

kent-ts3.github.io

EDUCATION

BACHELOR OF ENVIRONMENTAL STUDIES
Honours Environment & Business
University of Waterloo; Waterloo, ON — 2015-2020

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE
Coursera — 2021

SKILLS

Microsoft Excel

Google Sheets

SQL

Tableau

R and R Studio

SUMMARY OF QUALIFICATIONS

- Adaptable individual interested in collecting, transforming, and organizing data for analysis to turn insights into business decisions
- Functional knowledge in SQL databases, R programming, and Tableau
- Recently completed Google Data Analytics Certificate

WORK EXPERIENCE

DATA QUALITY ANALYST
Flipp; *Toronto, ON — 2020 - present*
- Completed quality checks and processed digital flyers for key accounts through Flipp's data pipeline
- Organized CPG retailer coupons ensuring relevant deals are available on the Flipp app and website
- Optimized digital flyers according to content standards to improve user experience
- Supported part-time team as Scrum Master during weekend and holiday shifts

CONTENT PRODUCTION SPECIALIST
Flipp; *Toronto, ON — 2019*
- Revamped production schedule tool to improve scheduling and allocation process in alignment with organizational goal
- Analyzed consumer interaction data on flyer release dates to drive improvement of user engagement value
- Curated custom digital flyers for e-commerce retailers with close attention to detail ensuring relevant and high quality content

ACCOUNTING COORDINATOR
Metrolinx; *Toronto, ON — 2018*
- Investigated accounts by classifying revenues and expenses to measure cost behaviours of accounts
- Analyzed variances to increase monthly reporting accuracy as part of corporate goal for department
- Produced quarterly variance report for senior management by combining analyses from all cost centres

PROJECTS

GOOGLE DATA ANALYTICS CERTIFICATE CAPSTONE
- Cleaned and processed bike share trip data for analysis
- Analyzed large dataset to identify usage differences between casual bike share users and annual members using R
- Created visualizations to showcase findings and recommendations for the business task