CALINA HUANG

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Analyst / Data Scientist

CAREER OBJECTIVE

I am seeking an ***opportunity*** in Data industry, where I could solve interesting business problems using data science skills.

Aspiring Data Analyst passionate about applying data science skills to tackle intriguing business challenges. Enthusiastic learner dedicated to staying abreast of industry trends for achieving success. Proficient in E-commerce and ERP, adept at efficiently documenting, interpreting, and analyzing requirements and data in dynamic environments. Demonstrated experience in preparing comprehensive documents and reports while effectively managing complex internal and external data analysis responsibilities. My goal is to employ advanced Machine Learning and Automation techniques to drive innovation, optimize processes, and deliver data-driven solutions that positively impact business performance.

EDUCATION

University of Canterbury, *Master of Applied Data Science*   Expected June 2024

  Coursework: Data Analytics & Business Intelligence, Data Mining, Texts Discourses and Data, Computer Programming

Jinan University, *Bachelor of Software Engineering*   June 2009

KEY SKILLS

- Programming Languages: **SQL, R, Python, HTML, CSS, JavaScript**
- BI Tools: **Tableau, Power-bi, Excel**
- Database: **MySQL**
- Other Tools: **GitHub, Jira, Confluence, Axure, Figma, Trello, RStudio, Jupyter, Visual Studio Code**
- Technologies: **pandas, Numpy, Matplotlib, ggplot2, Rmarkdown, dplyr**
- Soft skills: Communication, Teamwork, Problem solving skills

RECENT PROJECTS

Data Analysis Projects for SaaS E-commerce system | MySQL, Metabase, Power BI   **June 2019 – Jan2022**   *Company project*

- Collaborated with data team to process data using Microsoft SSIS, including extracting data from multiple data sources, performing data transformation, and synchronizing.
- Contributed to the design and development of the data warehouse and made sure data accuracy.
- Used **Metabase** to build *operation reports* based on KPI related indicators from different departments
- Used **Power BI** to build *financial reports* based on production costs, profits, etc.
- Used **Power BI** to build *User behaviours, sales order, product-related report**s*** for marketing colleagues and customers.
- Used **MySQL** to execute ad-hoc queries (user data, product data including product quantity, price, inventory, order data, etc.) from **Metabase** opensource platform.

Automated Order Submission Project | Python, Selenium, Automation   **Apr 2023**   *Personal project*

- Developed an application using Python and Selenium to automatically recognize captchas using OCR and submit the form by autofilling the required information elements for the people who need AU Vetassess priority processing services.

Financial Analysis-models | Python, Statistics   **June 2023**   *Personal project*

- Developed Python-based trading strategies using the Jupyter Notebook environment.
- Applied statistical concepts to analyze and visualize stock data using pandas DataFrames.
- Utilized techniques like random variables, frequency analysis, and linear regression for robust trading models.
- Evaluated model performance using diverse investment indicators.

Library Management Project| Python, Flask, HTML/CSS/JavaScript, GitHub, MySQL   **Dec 2022**   *School project*

- Developed a full-stack web application Library Management system for library stuff and students featuring Books Management, Borrowers Management, and advanced reporting functionalities.
- Implemented front-end and back-end services using Flask/Python in conjunction with HTML/CSS/JavaScript.

Data Analytics & Business Intelligence Project | R, Tableau   **Sep 2022**   *School project*

- New Zealand's perceived crime crisis: A regional based exploration of possible underlying contributors.
- Utilized R language to extract, clean, and process data related to gender, area, crime types, and crime numbers.
- Conducted time series analysis on the crime rate data to identify trends and patterns.
- Utilized forecasting techniques to predict future crime rates.
- Presented crime rate trends and predictions using Tableau for clear and intuitive data displays.

PROFESSIONAL EXPERIENCE

Aladdin 2015 International Ltd.,   **Analyst Programmer**   **Auckland, NZ**   **July 2018 – Jan 2022**

Aladdi2015 is a company that provides one-stop import cross-border e-commerce services for global enterprises, merchants and individuals.

- Worked with customers (suppliers, retail cx) and internal stakeholders (warehouse manager, marketing specialist business development manager and so on) to understand and capture business requirements and translated them to product and data requirements, effectively bridging the gap between business needs and technical implementation.
- Implemented ClickHouse for efficient user behaviour data collection and conducted a comprehensive system analysis to identify and incorporate essential data fields.
- Utilized extensive **SQL** knowledge to perform detailed data analysis, create various reports and dashboards, and execute ad-hoc queries for colleagues from different departments through Metabase open-source system and **Power BI**

Global Innovations Group Pty Ltd.,   **Product Manager**   **Sydney, Australia**   **Jan2015 – June 2017**

Educational consultant in the City of Sydney, Australia

- In the Food delivery system, I served as the main liaison between departments and the tech team. I gathered requirements from internal and external clients and documented them as user stories and PRDs.

Thoughtworks Software Technologies (Chengdu)Ltd.,   **Product Manager**   **China, Chengdu**   **Jan 2015 – Dec 2015**

Thoughtworks is a publicly owned, global technology consulting company with 49 offices in 18 countries.

- Utilized Trello within an A**gile Scrum environment** to effectively create and manage product backlog items, track builds, and closely monitor each sprint's progress.
- Played a key role in the analysis, development, and deployment of a comprehensive and modernized version of the E-commerce Online to Offline systems, ensuring seamless delivery to customers.

Alibaba Group Holding Limited,   **Product Manager**   **China, Hangzhou**   **Feb 2012 – May 2014**

Alibaba is the most popular destination for online shopping, in the world's fastest growing e-commerce market.

- Conducted in-depth research on project requirements and formulated effective marketing and operational features.
- Translated requirements into practical use cases, UML diagrams, mock-ups, and defined essential data elements.
- Developed and deployed Tmall-JHS CMS (Content Management System) tools to enhance internal processes and workflow.

Alibaba (China) Technologies CO., Ltd.,   **Java developer**   **China, Hangzhou**   **July 2009 – Feb 2012**

Alibaba is the most popular destination for online shopping, in the world's fastest growing e-commerce market.

- Proficiently coded shopping cart and transaction functions in JAVA, contributed to the seamless operation of Aliexpress.com website.
- Designed and implemented APIs (Application Programming Interfaces) for AliExpress mobile App and Html5 website version 1.0-1.2, integrated essential functionalities like sales promotion, evaluations, messages, and email delivery using MQ middleware (Message Queue Middleware).

REFERENCES

References available upon request