

ROGERS LUO

Data Analyst

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EXPERIENCE

Data Analysis Consultant

RLE INTERNATIONAL GmbH

Nov 2013 – Ongoing

Nanjing

- As the data expert, Being part of the Asia Ford Warranty Spend Reduction team.
- Identify key cost drivers to initiate cost reduction projects.
- Design the big database model that shows the engineering relationships among different level parts.
- Loop through all markets to won the pricing opportunities by multiple languages.
- Redesign the algorithm that forecasting the hazard of vehicles to reduce prediction error.

Sales Analyst

DHL Express

Nov 2011 – Oct 2013

Shenzhen

- Analyze marketing status/sales performances indicators/sales behavioral process, especially focus on sales KPI target.
- Track sales behavior data and deep analysis how to obtain the top important customers, maximize the value of sales staff.
- Build Customer Life-cycle model to help sales to win and manage customers.
- Lead FTB Project, mine the stock data to find sales leads which assist sales to win new customers.
- Annually evaluated as top 15% excellent employee, rated as 'best partner'.

Marketing Analyst

BYD Auto

Jul 2010 – Oct 2011

Shenzhen

- Analyze marketing data and present to manager via PPT.
- Monitor competitors' business, generate competitive analysis report irregularly.
- Monthly analyze market intelligence of the A-class car market, conduct survey of model revision, and model revision analysis.
- Track performance/price of new car, work out sales analysis report, develop marketing rhythm report and present to the vice president regularly.
- Collect voice of customers regarding our products and competitors' products, figure out customer insight reports and deliver to R&D. Won the title of excellent staff twice.

EDUCATION

M.S. in MBA

Nanjing University

Sept 2015 – Now

B.S. in Marketing

Nanjing Agriculture University

Sept 2006 – June 2010

MOST PROUD OF

Strong Business Sense
Marketing/Sales/Quality

Balanced
Family, Study and Work life

Studying Ability
From Business to IT

Team Work
Communication/Sharing

STRENGTHS

Hard-working

Eye for detail

Motivator & Leader

MULTI SKILLS

Python

R

SQL

VBA

Excel

Latex

Alteryx

Qlikview

LANGUAGES

English



MY LIFE PHILOSOPHY

"The buck stop here"