

ANITA LY

Toronto, Ontario · (778) 707-7748 · ANITALY.UBC@GMAIL.COM · <https://lyanita.github.io>

A data enthusiast with three years of experience wrangling, visualizing and analyzing data to drive actionable insights. An experienced project manager leading business and data solution developments among data engineering, IT systems and business stakeholders.

SKILLS

- Data warehousing in Cloudera Hadoop (SQL Server) and Snowflake (Cloud Computing)
- Data wrangling with SQL (MySQL), Python (pandas), R (tidyr, dplyr, data.table) and Alteryx
- Web scraping with Python (pytrends, request, parser) and R (rvest)
- Graphing and plotting with Python (matplotlib, seaborn) and R (ggplot2)
- Storytelling and data visualization with Tableau and Plotly
- Creating resources and using app services in the Azure Portal
- Project management with Jira (agile methodology)
- Basic HTML and CSS
- Analyzing point of sales data from Nielsen Market Track, loyalty data from Precima, in-store promotional data from Numerator, drive-time data from TomTom

EXPERIENCE

ASSOCIATE MANAGER, BUSINESS INTELLIGENCE | KRAFT HEINZ | SEPT 2019 – PRESENT

Led concept-to-launch of production shipment data tables in Hadoop by conducting stakeholder interviews to identify gaps in the data warehouse, organizing a committee to align to reporting drill-paths, managing the project via JIRA using the agile methodology and designing the data architecture

Achieved \$0.3 million in incremental revenue from Sobeys for the peanut butter category by developing a product ranking tool in Tableau using Nielsen point-of-sale data, equipping the sales team to negotiate for more shelf space on the planogram

SENIOR ANALYST, REVENUE MANAGEMENT | KRAFT HEINZ | NOV 2018 – SEPT 2019

Generated 1200 views within first three months of designing a Tableau dashboard used in strategic planning for Canada that forecasts revenue using three regressors: consumption, margin pool, and inventory load with RStudio

CORPORATE MANAGEMENT TRAINEE, OPERATIONS | KRAFT HEINZ | JUL 2018 – NOV 2018

Mitigated \$0.4 million in supply chain risks by correcting material bills for co-manufactured items, documenting requirements in Confluence and standardizing a material change form using workflow analysis to support change management with procurement and co-packers

EDUCATION

THE UNIVERSITY OF BRITISH COLUMBIA | BACHELOR OF COMMERCE | SEPT 2013 – MAY 2018

Specialization in Marketing & Operations | 84% GPA

PASSIONS & INTERESTS

Sea to sky sports enthusiast of swimming, kayaking, surfing, scuba diving, bungee jumping and skydiving
Avid supporter of Kickstarter and Indiegogo crowdfunded products, ideas and innovations