Pearl Wu

✉ pearlwuyi@gmail.com   Github   Certificates
📞 +61 410 648 937   in LinkedIn   🌐 New Zealand Citizen

Key Skills

SQL   Excel   PowerBI   Visual Studio   Snowflake   Blue Yonder   R   Tableau   Python

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Education

GDipSci in Statistics & CoF in Science / University of Auckland, New Zealand
Bachelor of Commerce in Finance / University of Nanjing, China

GDipSci/CoF: Graduate Diploma and Certificate of Proficiency in Statistics   **BCom:** China 7th Rank, C9 League

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Work Experience

March 2023 – Present (6 Months)

Data Platform Developer / PeopleCare Health Insurance, Australia

- A

Backend type role in data analytics by providing/managing data, a bit like data engineering and data management, working with datasets of customers, medicare, government, mainly to support the marketing/retention/finance teams to push promotion of products, retain existing customers, and detect insurance fraud
Extract data, automate extraction by creating software, deploy to sql to automate recurring extraction
Extract data from snowflake, then generate insights and push marketing material to relevant users
Create financial report (with sql too)
Database/data warehouse administration, publish data for various teams for their power BI dashboards

Notes:
- Assist in the delivery of the digital and data strategy.
- Engage with internal and external stakeholders to determine and analyse business needs.
- Proactively identify, analyse and document new requirements across the business.
- Present and showcase solutions to the end users.
- Provide design support for the development of automated solutions.
- Work on cross-functional solutions focussing on business and process improvement.
- Utilise cloud data platform and RPA to deliver automated solutions.
- Develop, test and deploy automated solutions including databases, process flows, reports and dashboards.
- Perform transformations and integration of data between systems with focus on enhancing existing datasets.
- Enhance the quality of data following the guidelines provided by the Data Quality Framework
- Document new and existing models, solutions, and implementations.
- Produce accurate documentation to facilitate operationalisation and support

January 2022 – February 2023 (1.1 Years)

Portfolio Reporting Analyst / Kainga Ora Government Housing, New Zealand

- A

Basically, KO provides housing and the job is to make sure the capital is allocated efficiently, the progress is being made towards the target and underperformance of the portfolios are identified through the reports. The team was to ensure the government set targets were met. The team was in charge of collating data from individual teams and merging them into one coherent report and report it directly to the board of directors
Create financial reports of progress/tracking (projected target of housing development), reports of budgeting performance, find gaps in progress, plan re-allocation of funds between portfolios

Notes:
- Develop and deploy accurate, robust, and tailored reports to stakeholders for supporting decision making
- Provide solutions to information-requests which are unavailable through standard business reporting tools

- Support effective portfolio management with quality reporting to work collaboratively with the Strategy, Finance & Policy, Construction, Urban Development, Commercial, and National Services Groups
- Implement innovative solutions to mitigate risk, improve operational practice, and statistical reporting by identifying implementation gaps using an in-depth knowledge of business processes and systems
- Contribute to project work streams that are pivotal in supporting the delivery of critical business projects
- Self-manage tasks that are an integral part of the Investment Management Office's day-to-day activities

July 2018 – December 2021 (3.5 Years)

Range & Allocation Co-Ordinator / Woolworths Group, New Zealand
- A

Use customer data produce insights for products to determine which stores they should be sold at and what arrangement they should be place into in the stores to maximise sales and meet customer demands. Use historical data of similar products to determine the strategy of rolling out new products (which stores/quantity). Use customer behaviour to determine likely products they would buy alongside other products to optimize product placement in stores to increase sales, including similar categories that people buy together, or making items stand out to push sales in those items.

Notes:
- Deliver accurate micro space planograms for retail products across the business network in a timely manner
- Utilize insights, data sources, space management, analytical, and optimization applications/tools to develop high quality planograms while ensuring they are factual and logical for deployment
- Engage with Category Managers and key stakeholders (including operational teams) to ensure planograms support category strategies and solutions as well as reflecting end-to-end business needs
- Ensure planograms support the delivery of business objectives such as sales, profits, and stock losses
- Delivery simple planograms for stores (users) with the most efficient stock management, product flow, and operational principles
- Meet customer needs by ensuring that planograms are responsive to unique customer requirements derived using analytical optimization tools
- Communicate and collaborate with Category Managers, Macro Space & Range Specialists to ensure the correct product ranges are accepted into the correct stores
- Use a Merchandise Centre to virtually visualize planograms and store layouts for improving design

January 2016 – June 2018 (0.5 Years)

Data Administrator / Sopersmac Specialist Hardware Store, New Zealand
- A

Data entry and update pricing of data.

Notes:
- Perform data entry and reporting of inventory across all hardware products
- Detecting and correcting system errors to improve business performance
- Organizing data to enhance the business's decision-making abilities
- Proactively identify opportunities for improvements to processes, policies, and planning, and assist with their implementation where needed
- Provide fast turnarounds in delivering timely and accurate information as requested
- Liaise with the wider business teams to assist in the improvement of accurate prices and costs
- Extracting and analysing to support different teams for more efficient development
- Act as a first-line of defence for queries amongst teams

Hobbies
Travelling the world, novel reading, watching movies, exercising, coffee, anything food-related, Nintendo switch