

# Pearl Wu

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## Key Skills

SQL   Excel   PowerBI   Visual Studio   Snowflake   Blue Yonder   R   Tableau   Python

## Education

**GDipSci in Statistics & CoP in Science / University of Auckland, New Zealand**

**Bachelor of Commerce in Finance / University of Nanjing, China**

GDipSci/CoP: Graduate Diploma and Certificate of Proficiency in Statistics

BCom: China 7<sup>th</sup> Rank, C9 League

## Work Experience

March 2023 – Present (6 Months)

### **Data Platform Developer / PeopleCare Health Insurance, Australia**

- A data backend role where I supported the company's customer analytics and insights teams with data management, data administration, data extraction, and data automation
- Engage regularly with cross-functional internal and external stakeholders to determine data and business needs
- Perform data extraction and cleaning with Snowflake and SQL to generate insights for marketing/customer retention/finance teams to optimize the company's promotion, retention, and fraud detection
- Automate and deploy individualized ETL solutions with Visual Studio and SQL server for recurring daily/weekly/monthly reporting to various teams to meet their insights needs
- Create financial reports with SQL and present them to different teams via PowerBI dashboard visualizations
- Provide data warehouse administration for various teams and enhance data quality by documenting and improving data management guidelines

January 2022 – February 2023 (1.1 Years)

### **Portfolio Reporting Analyst / Kainga Ora Government Housing, New Zealand**

- An analytics role where I analysed and reported financial portfolio data to make sure the organization's capital is allocated efficiently, performance targets are on-track, and underperformances are identified
- Collate data from portfolios of individual teams and generate insights using Excel and PowerBI for direct report to the board of directors which is critical in the decision making of capital re-allocation
- Create financial reports of portfolio tracking, budgeting, and performance to identify gaps and shortcomings
- Support effective multi-portfolio management with quality reporting to work collaboratively with various teams: strategy, finance & policy, construction, urban development, commercial, 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
- Self-manage tasks that are an integral part of the investment management office's day-to-day activities
- Provide solutions to team member-requests which are unavailable through standard business reporting tools

July 2018 – December 2021 (3.5 Years)

### **Space Analyst / Woolworths Group, New Zealand**

- An analysis and insight role where I used customer data to produce insights to improve supermarket sales by optimizing product placement, product allocation, product category management, and location-specific sales
- Used historical customer behavioural data to predict customer demands, drive sales of priority products, improve product placement, and increase sales of related product categories
- Analyse demographic and geolocation customer data to improve product allocation for unique customer needs
- Utilize insights, data sources, space management, analytical, and optimization applications/tools to develop high quality space planograms for retail products 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 as well as reflecting end-to-end business needs
- Ensure planograms support the delivery of business objectives such as sales, profits, and stock losses

- 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 2018 – June 2018 (6 Months)

### **Data Administrator / Sopersmac Specialist Hardware Store, New Zealand**

- A data administration role where I contributed to the company's inventory databases by performing data entry, reporting, and maintenance for various hardware product catalogues
- Proactively identify opportunities for improvements to data processes, policies, and planning, and assist with their implementation where needed
- Organizing data to enhance the business's decision-making abilities and improve sales performance

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## **Hobbies**

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