

TU LE

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SUMMARY:

Entry-level data analyst motivated in analytical problem-solving. Seeking an opportunity to develop my abilities in data analytic and reporting requirements to consult stakeholders in business functional area. I am focused, detail-oriented, and experienced in working with time sensitive projects and high-pressure environments.

TECHNICAL SKILLS:

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| ▪ R & PYTHON | ▪ Microsoft Excel | ▪ Quantitative Analysis |
| ▪ Data Visualization | ▪ SQL | ▪ Statistical Analysis |
| ▪ Tableau | ▪ Microsoft Power BI | ▪ Business Intelligence |

PROJECTS:

Health Equity Project — PostgreSQL DB Visualizer & Tableau

- Created simple to complex queries using Joins, CTE Tables and Aggregate Functions to calculate metrics. Designed Tableau dashboard using Calculated Field, Level of Detail, Parameters and Data Models.
- Built a crucial report for Quarterly Business Review with insights:
 - Identified an additional 8% engaged rate from under-represented populations.
 - Assisted Health Department for future preparation by pointing out 60% of participants are experiencing one or more Health Social Risk Factors.
 - Performance of metrics: proposed a new business plan to save ~50k yearly because the hired company is only contributing 41.73% ethnicity and 8% language for total population.

Customers 's Lifestyle Metrics — PostgreSQL DB Visualizer & Tableau

- Communicated between departments to understand the goals of their tasks.
- Applied Tracker Source ranking to prioritize device.
 - Merged data into Calendar Backbone to identify trends among rolling aggregate (Daily vs 7-day vs 30-day).
 - Initiated a new SQL query method to reduce 3x times lines of code (2000 to 500).
 - Estimated the success of company program by measuring participants' delta points between 1st month data vs latest month data. Categorized the results into different target groups.

Sales and Market Analysis — MySQL & Microsoft Power BI

- Conducted data modeling by establishing relationships between fact and dimension tables.
- ETL - Data Cleaning with Power Query Editor to ensure Data Quality.
 - Key Insights: Identify Revenue trends, Top 5 Revenue and Sales Quantity based on Markets.
 - Profit Analysis: Explore Customers who create the most Revenue and Profit Contribution % by Market.
 - Performance of metrics: Develop a Target for what market is under performed. Analyze Profit Margin Contribution % between markets to which market has higher sale volume.

PROFESSIONAL EXPERIENCE:

Associate Business Intelligence Analyst - MOBE

January 2021 – Present

- Built, organized, and answered business questions by designing Tableau reports and writing SQL query.
- Conducted an analysis of health report based on +37,000 customers to identify health-outcome factors in Social Determinants of Health.
- Automated 10+ SQL macro manual process, reducing >70% of time spent when building new model.
- Improved Tableau data source with 100% accuracy, 10x faster processing time even 3x larger data size.

Loan Data Processor - Wells Fargo

January 2021 – December 2021

- Provided data entry skill for Loan Applications. Successfully exceed the daily KPI at >30 loans per day.
- Calculated customers' Monthly Income, Monthly Expense, and Monthly Debt with over 95% accuracy.

EDUCATION:

Saint Cloud State University, Saint Cloud, Minnesota

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| ▪ Master of Science, Information Assurance - Concentrated in Management | 2018 |
| ▪ Bachelor of Science - Finance | 2016 |

Certification: Google Data Analytics Certificate

2021