Sin Yee Wu (Mandy) *Data Analytics Professional*

✉ wuqianyi1021@gmail.com   📞 +852 9031 4550

📍 Hong Kong SAR   github.com/wusinyee

Profile

Data analytics professional with 5+ years of experience in business intelligence and machine learning solutions. Expert in Python, SQL, and data visualizations, consistently extracting actionable insights from large-scale, complex datasets. Proven track record of delivering strategic, operational, and analytical dashboards while optimizing data preparation workflows. Strong communicator who effectively bridges technical and business stakeholders while collaborating with cross-functional teams.

Skills

Technical Skills

Data Analysis: Python (NumPy, Pandas, PySpark), SQL (ANSI SQL, T-SQL), Excel (VBA, Power Query, DAX), Alteryx

Data Visualization: Tableau, Power BI, QlikView, Qlik Sense, Python (Matplotlib, Seaborn, Plotly, Altair), Dash, Streamlit

Machine Learning: Scikit-learn, TensorFlow, PyTorch, XGBoost, MLflow, Azure ML

Cloud & Databases: Azure Databricks, GCP

Project Management: Agile, JIRA, Asana, ClickUp, Confluence

Soft Skills

- Cross-Functional Team Collaboration
- Stakeholder Management
- Project Coordination
- Problem-Solving
- Communication
- Time Management
- Strategic Thinking
- Process Optimization

Professional Experience

2023 Dec – 2024 Sep
Hong Kong SAR

Assistant Strategic Project Manager
The Hong Kong Jockey Club

- Coordinated 2 concurrent BI initiatives leveraging Azure Databricks for ETL processing and Tableau for visualization
- Created and maintained project documentation, including business requirement documents and data dictionaries, ensuring clarity and alignment across teams
- Designed and developed 3 Tableau dashboards with hierarchical drill-downs and custom SQL extracts, reducing monthly ad-hoc reporting requests from 15+ to under 3
- Aligned with the data engineering team to orchestrate ETL workflows in Azure Databricks, reducing processing latency by 50% and enabling near real-time Tableau refreshes
- Integrated ML model outputs from Azure Databricks into Tableau dashboards using calculated fields and parameters, enabling predictive analytics visualization

2023 Mar – 2023 Apr
Hong Kong SAR, China

Senior Business and Data Analyst
Chow Sang Sang Holdings International Limited

- Optimized and monitored performance of 3 QlikView master documents
- Investigated and troubleshot QlikView dashboard issues, including data load failures, user access rights, and expression errors, maintaining 98% dashboard availability through regular monitoring
- Scheduled NPrinting report distribution of 100+ QlikView reports (Excel, PDF) to 200+ stakeholders, monitoring recipient lists and publishing schedules to ensure timely delivery
- Conducted sales analysis using Python to identify $3M in revenue opportunities, and developed interactive QlikSense dashboards to communicate findings

- Administered BI documentation, security access controls ,and project backlog while revising training materials and coordinating system updates

2019 Nov – 2022 Aug Hong Kong SAR, China	**Business Analyst** *Yick Chiao Development Company Limited*

- Developed operational and executive dashboards, providing real-time insights that improved operational efficiency
- Created business requirements document and translated the requirements into technical terms for IT projects
- Analyzed the current business operation and identified language barriers and knowledge gaps across departments
- Spearheaded the data quality assessment (DQA) process, resulting in a 32% increase in DQA scores
- Implemented User Acceptance Testing on dashboards with the data team, ensuring the dashboards met the user requirements and were optimized for data analysis

2017 Jul – 2018 Jul Hong Kong SAR, China	**Strategy Analyst** *Tink Labs Limited*

- Devised and implemented market expansion strategy, driving 20% growth in the Scandinavian market
- Streamlined the onboarding process by revising training materials and process documentation
- Maintained CRM backlog to ensure efficiency, effective communication, and user satisfaction
- Evaluated and visualized sales performance metrics using Excel and PowerPoint

Certificates

Machine Learning Specialization
IBM Machine Learning Professional Certificate (2024)
  - *Supervised Machine Learning: Classification*
  - *Supervised Machine Learning: Regression*
  - *Deep Learning and Reinforcement Learning*
  - *Unsupervised Machine Learning*
  - *Machine Learning Capstone*
  - *Exploratory Data Analysis for Machine Learning*
- IBM Machine Learning with Python (2024)
- Alteryx Machine Learning Fundamentals Micro-Credential (2024)

Data Analytics and Business Intelligence
- Google Business Intelligence Professional Certification, Coursera (2023)
- Google Data Analytics Professional Certification, Coursera (2022)
- Advanced Data Visualization with Tableau, Coursera (2024)

Additional Certifications
- Remote Work Professional Certification - RWPC™ (2024)
- Intermediate Python, Datacamp (2022)
- Intermediate SQL, Datacamp (2022)

Education

2016 – 2017 Montreux, Switzerland	**Postgraduate Diploma in Hospitality Management** *Hotel Institute Montreux*
2012 – 2016 St Andrews, United Kingdom	**MA (Hons) in Philosophy** *University of St Andrews*

Languages

Native
English, Cantonese, Mandarin

Conversational
Spanish