

YIDA WANG

CONTACT



PHONE:
708-232-6547



EMAIL:
yidaw93@hotmail.com



Website:
<https://yidawang.ca/>

TECHNICAL SKILLS

Tableau/ Tableau Prep
R
PowerBI
QGIS
Mapbox
SQL

SOFT SKILLS

English (native)
Mandarin Chinese (professional)
Translating technical reports
Data storytelling
Project & people management

EDUCATION

University of Pennsylvania – May 2016

Master of Science: Criminology
(concentration in policy)

University of Toronto – June 2015

Bachelor of Arts (Hons): Sociology
& Criminology

WORK EXPERIENCE

Analytics Manager, Advanced Insights Circana (formerly IRI and The NPd Group)

📅 July 2022 – Present

- Leading a team of 4 analysts to deliver analytics, simulations, and forecast reports for global clients using Python, SAS, and internal data applications
- Overseeing data analytics products to create recurring and ad hoc deliverables, as well as managing ETL pipelines to achieve \$3.8M in team revenue and \$27M in dept revenue – both surpassing targets
- Drafting reference materials to translate statistical work for broader audiences
- Meeting with clients across different industries to determine the best methodology and tools to solve their concerns and drive insights

Statistician (Business Management Bureau) Ontario Provincial Police – Ministry of the Solicitor General, Ontario

📅 July 2021 – July 2022

- Leading several BI projects with a team of analysts and project manager to reduce reporting time by up to 75% through dashboard automation, drafting SOPs, and converting Excel reports to PowerBI
- Analyzing operations, personnel, traffic, and crime data using PowerBI, SAS, SPSS, and Cognos Analytics to provide 8+ ad hoc and recurring data reports per week for senior management and partner agencies, including Statistics Canada
- Building and updating dozens of DAX & SQL queries to answer data inquiries
- Managing financial & service delivery models using Python, and coordinating 50% of the unit's business cases and software procurement/ licensing contracts
- Serving on the Bureau Liaison Panel dedicated to improving the employee experience, organizing town halls, and streamlining communications

Project Manager Crime & Education Lab (University of Chicago), Chicago

📅 June 2020 – December 2020

- Coordinated the operations analysis component of a federally mandated police reform and organizational change project for the Chicago Police Dept. with an interdisciplinary team of data scientists, consultants, and analysts
- Executed and expanded a \$6 million initiative to implement advanced policing tools and technologies in 3 Chicago Police districts
- Leveraged evidence-based public safety strategies and policies to help reduce crimes in Chicago by 17% (according to 3rd party evaluations)
- Prepared data visualizations, statistics, memos, and presentations for grant proposals to help secure over \$10 million in grants from donors

Embedded Research Analyst Crime & Education Lab (University of Chicago), Chicago

📅 June 2018 – June 2020

- Spearheaded the first project collaborations with 3 new government partners
- Delivered 12 interactive dashboards using crime and traffic data to provide complex strategic planning solutions for senior Chicago PD command
- Collaborated with stakeholders to deliver Chicago's first public dashboard to address the socio-economic impact of crime for 10+ city agencies
- Generated 2 statistical briefs per month analyzing violent crimes in Chicago and presented the results at bi-weekly meetings for a wide range of stakeholders, including local, state, and federal agencies, hospitals, and outreach groups
- Conducted geo-spatial analysis for Chicago Alderman (City Council) to identify key crime hotspots and formulate strategic resource allocation plan
- Evaluated policy and legislative impact on narcotics related crimes for the Cook County State's Attorney's Office
- Presented innovative data visualizations and new approaches to smart policing using Tableau dashboards during the Crime Fighters Conference Chicago 2018 before an audience from 25+ law enforcement agencies

Senior Market Researcher**Explorer Research, Toronto ON**

📅 September 2016 – June 2018

- Created actionable recommendations from research driven results which accounted for 5-10% increase in sales for Fortune 500 clients
- Conducted interviews and focus groups using a wide range of tools and software, including Survey Monkey, Qualtrics, eye tracking, and VR
- Travelled internationally to lead field studies and provide technical training for over 20 interviewers and research assistants
- Collaborated with senior management to create experimental designs and templates for over 30 studies, including A/B testing and hypothesis testing