

# LANBING ZHAO

## *Data Analyst*

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## Summary

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**Data Analyst with a background in Macroeconomic Analysis**, experienced in transforming complex datasets into actionable insights. Skilled in data cleaning, processing, and visualisation using Python, SQL, and business intelligence tools. Adept at identifying trends, optimising reporting accuracy, and supporting data-driven decision-making. Keen to apply analytical expertise to deliver measurable impact within a forward-thinking organisation.

## Skills

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- **Data Analysis & Visualisation:** Proficient in Python, R, Excel (Pivot Tables, Index-Match), Power BI (DAX, Power Query), and Tableau.
- **SQL & Databases:** Experienced with MySQL, SQL Server (SSMS), and writing complex SQL queries.
- **Statistics & Modelling:** Skilled in regression, hypothesis testing, and predictive analytics.
- **Data Quality:** Strong in cleaning, validating, and transforming large datasets.
- **Communication:** Able to convey insights clearly to technical and non-technical audiences.

## Training & Certifications

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- Tableau Certified Data Analyst Certificate – Tableau (Mar 2025)
- Certified SQL Developer (Advanced Level) – W3Schools (Apr 2025)
- Data Analyst Master Certificates (Excel, Python, Tableau, SQL, Power BI, R) – Simplilearn (Dec 2024)

## Projects

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### Employee Performance Analytics using SQL & PowerBI

- Built a relational database integrating HR datasets; Optimised queries by 20% using indexes and stored procedures.
- Used window functions (PERCENT\_RANK) and DAX (SWITCH, CALCULATE) to assess performance and role alignment.
- Developed interactive Power BI dashboards for bonus and promotion recommendations.

### Comparison of Region-Based Sales using Tableau

- Cleaned multi-source data using Tableau Prep; created YoY%, MoM%, and YTD% metrics.
- Applied LOD expressions to benchmark pre-pandemic sales at store and regional levels.
- Designed interactive Tableau dashboards with dynamic filters for performance monitoring.

### App Rating Prediction using Linear Regression

- Pre-processed data: handled missing values, encoded categorical features, and performed trend analysis.
- Trained a linear regression model to predict ratings based on reviews, installs, and app category.
- Interpreted model output to identify key factors influencing user ratings.

## Experience

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### Junior Data Analyst (Trainee) – Fortray Global Services Ltd, UK

Nov 2024 – Present

- Analysed large volumes of business-critical data, increasing reporting accuracy by 15% and supporting strategic decision-making across HR and sales functions.
- Developed and implemented interactive dashboards in Excel, Power BI, and Tableau, enabling stakeholders to identify trends more rapidly and reduce decision-making time through real-time insights into employee performance and regional sales metrics.
- Identified key patterns and insights from complex datasets by working on predictive analysis and operational data models, supporting data-driven initiatives that enhanced efficiency and stakeholder engagement.
- Ensured data accuracy and integrity through rigorous validation and cleaning techniques applied to real-world datasets, minimising errors and improving stakeholder confidence in reports.

- Collaborated cross-functionally with HR, Sales, and Product teams to define data requirements and deliver actionable insights that informed decisions on bonuses, promotions, and market strategy.
- Applied fundamental SQL queries for data extraction and transformation across structured databases, improving access to key performance indicators for internal reporting.
- Communicated technical concepts and findings in a clear, concise manner to non-technical teams, fostering a data-centric culture and supporting organisation-wide adoption of analytics tools.

## Education

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### Master's in Economics

Xi'an Jiaotong University (XJTU), Xi'an, China

Sep 2012 – Jul 2015

### Bachelor's in International Trade

Jiangnan University, Wuxi, China

Sep 2008 – Jul 2012

## Reference

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Available upon request.