

WEIFENG WU

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Detail-oriented junior data analyst with foundational experience in quantitative analysis and data pipeline operations. Proficient in Python, SQL, and Tableau, with demonstrated ability to troubleshoot data issues, build basic ETL processes, and create insightful visualizations. Contributed to consumer behavior analysis projects by helping develop data models and generating clear visual reports. Eager to learn and grow while supporting team objectives through careful analysis and collaborative problem-solving.

TECHNICAL SKILLS

- Tableau
- SQL
- MySQL
- SQL Server
- Pandas
- Numpy
- Python
- MS Office Suite
- Machine Learning
- Data Visualization
- Data Cleaning
- Data Storytelling
- Data Analysis
- Google Analytics
- Git
- Notion

WORK EXPERIENCE

Data Analyst | Cuartivis, HongKong ([company website](#))

Jul 2024 – Dec 2024

- Led market analysis initiatives in a startup, developing a framework to track 10+ key competitors and analyzing product updates, pricing strategies, and market trends to support quarterly strategic planning.
- Architected an end-to-end data infrastructure, creating a KPI framework and automating Tableau dashboards with 10+ data tables, enabling real-time business insights and facilitating data-driven decision making.
- Analyzed user behavior through GA4, identifying 3 key conversion funnel points, and optimized user acquisition strategies, resulting in improved conversion rates.
- Collaborated with cross-functional teams to enhance app functionality and project tracking by providing data-driven insights, driving improvements in user experience and operational efficiency.

Tools used: Tableau, SQL, Python, Figma, Canva, Xmind, Notion

Data Analyst Intern | Happy Dynasty Bistro, Vancouver

Oct 2023 – Apr 2024

- Developed Tableau dashboards visualizing sales performance, identifying key growth opportunities resulting in a 10% increase in sales leads.
- Optimized staffing schedules using historical data and demand forecasting, improving operational efficiency by 5% and reducing labor costs.
- Provided data-driven reports and analyses to support strategic decision-making, contributing to 5% revenue.

Tools used: Tableau, Python

Data Engineer Intern | Huajie Technology, Shanghai

Jun 2023 – Sep 2023

- Engineered MySQL databases and developed Flask APIs to streamline data access and support core business operations.
- Contribute to the planning, design, and development of an AI-powered IELTS mini-program.

Tools used: MySQL, Python, Github, Figma

PROJECTS

Data Visualization Project: Hong Kong Demographics Dashboard ([Dashboard](#))

- Developed an interactive Tableau dashboard analyzing Hong Kong census data (1999-2023), featuring 10+ interactive visualizations of population metrics, income distribution, and crime statistic.
- Engineered ETL process to clean and transform 1,000+ rows of raw government data across 9 different datasets into structured format suitable for visualization.
- Embedded 5+ dynamic filtering functions, 15+ custom calculations, and interactive features using Tableau's visualization tools.
- Created advanced visualizations including choropleth maps, time series analysis spanning 24 years (1999-2023), and demographic breakdowns covering 5 age groups and 18 districts.

E-commerce User Behavior Analysis Project: GMV Growth Strategy ([Code](#))

- Analyzed 1,000,000+ user transactions using Python and matplotlib, examining key metrics including purchase frequency, preferences, and payment methods to drive GMV growth
- Deployed RFM (Recency, Frequency, Monetary) model to segment users into 5 distinct groups, identifying high-value customers who contribute to 40% of total GMV
- Built automated ETL pipeline using Python to process and create comprehensive visualizations using matplotlib to identify key patterns in purchase timing, payment preferences, and category affinities.
- Designed and executed targeted marketing campaigns based on user segmentation, resulting in 25% increase in purchase frequency among high-value customers.

EDUCATION

Bachelor of Science Statistics

Apr 2020 – Aug 2023

Simon Fraser University

Coursework: Learning from Big Data | Statistical Learning and Prediction | Applied Discrete Data Analysis | Applied Time Series Data Analysis

ACHIEVEMENTS

- Google Data Analytics Certification ([Certification](#))