Wilfred Chan

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EDUCATION

Master of Data Science and Analytics | University of Calgary   Sep 2023 – Aug 2024

Bachelor of Administration in Management Science | City University of Hong Kong   Aug 2011 – Jul 2013

Associate of Business Administration (Financial Services) | City University of Hong Kong   Aug 2009 – Jul 2011

PROJECT

Bitcoin Price Prediction by On-Chain Metrics Machine Learning Model (on-going)

Salesman Performance Management, Super Power BI Dashboards (for previous employer)

EXPERIENCE

Manager | DB Schenker - the 4th largest freight forwarder in the world   Nov 2016 – Jul 2023

- Pioneered a Power BI dashboard using DAX, automating and integrating data, providing invaluable insights that led to record-breaking revenues.
- Reduced salesman performance calculation time from 2 weeks to 3 days.
- Analytics and dashboard projects were highly embraced by other continental regional head offices, which implemented my ideas accordingly to confront critical business challenges.
- Rapidly mastered Tableau, QlikView, and Power BI, to address critical business requirements.
- Conducted extensive data quality analysis for dashboard migration, presenting actionable solutions to enhance data excellence and efficiency.
- Implemented and enforced governance procedures, automating data collection, transformation, and storage, leading to precise and efficient KPI reporting.
- Engineered reusable procedures for creating freight management dashboards for external customers.
- Conducted training to maximize tool potential for over 300 users.
- Administered CRM system for over 400 users, ensuring seamless operations.

Business Analyst | Code Free Soft Limited   Mar 2015 – Oct 2016

- Engineered cloud-based workflow applications, enhancing operational efficiency.
- Conducted market research, conceptualized new features, and oversaw their development and testing, resulting in a boost in corporate sales and trial subscriptions.
- Led content creation for dragonce.com, resulting in 10 trial signups in the first month.
- Drafted comprehensive business requirements and functional specifications, providing a clear roadmap for project success.
- Implemented agile/SCRUM methodologies, reducing issues and ensuring smoother execution.
- Constructed online applications for issue reporting and tracking development progress, streamlining development workflows and saving valuable time.
- Enhanced user manuals and user interface (UI), resulting in improved user experiences and product understanding.

Freelancer   Oct 2014 – Mar 2015
- Leveraged advanced Excel modeling and MS Access database development skills, incorporating VBA, to optimize financial processes, resulting in increased profitability.
- Translated English-Chinese content, including technical documents and marketing materials, to facilitate business expansion and market growth.

SAP Logistics Planning Executive | RS Components   Sep 2013 – Oct 2014
- Contributed to the winning of Hong Kong Management Association 2014 Award for Training and Development by preparing the company for a successful transition to the SAP system.
- Managed logistics planning for Change Management and briefed partners across the APAC region on their role in supporting change initiatives.
- Co-facilitated workshops and critical meetings to foster cross-functional collaboration, established issue resolution mechanisms, and formed communication channels.
- Produced communication materials, developed education kits, conducted SharePoint sessions, and provided valuable analysis for business expansion, while creating a communication package for collaboration with Japanese colleagues.
- Created a series of videos to highlight the benefits of the SAP system, enhancing system adoption and user engagement.

SKILL

- **Data analysis tools:** Power BI, Tableau, QlikView, SPSS, MySQLWorkbench, Git, MS Access, SAP BusinessObjects Business Intelligence, Oracle Business Interlligence
- **Programming languages:** DAX, Python, R, SQL, SAS, MS Excel with VBA
- **Relevant skills:** Managing multiple projects under pressure, delivering extraordinary results in productivity and revenue, and providing effective training to diverse teams, fostering cross-functional collaboration across varied roles and cultural backgrounds, resulted in resolving long-term business pains.
- **Language:** Cantonese, and Mandarin