

Jiping Cui

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SUMMARY

Data-driven professional with 5+ years of experience in data analysis and BI development, leveraging Python, SQL, R and tools such as AWS, Azure, Power BI, Looker and Excel to deliver actionable insights. Possesses 2 years of experience in supporting data engineering tasks, including building data pipelines and reporting solutions. Passionate about continuous learning and stay abreast of modern analytical models to enhance decision-making and drive organizational success.

WORK EXPERIENCE

Data Engineer, SAL Technologies, Auckland

Oct. 2024 – Present

- Support product managers with AI-control platform analysis, focusing on vehicle behaviors (driving time, lane changes, speed tracking), and assist in the deployment of new platform features based on insights.
- Assist in building and optimizing data transformation pipelines using AWS (Athena, Glue, Redshift, S3), ensuring smooth and efficient data processing for real-time analysis.
- Conduct A/B testing to evaluate and improve AI-control platform features, providing data-driven recommendations to enhance functionality and user experience.

Key Skills: Python, SQL, AWS, Git, GitHub, Machine Learning, Reinforcement Learning, Slack, Jira, CI/CD pipeline.

Field Data Interviewer, GFK NIQ Company, Auckland

May. 2024 – Present

- Conduct face-to-face interviews to collect high-quality data for marketing research. Make sure data accuracy by tight-pace recording, build logic relationship and transformation precisely.
- Assist in promoting new methodologies to improve productivity and leverage the power of data-driven insights for better faster decisions.
- Train new teammate with logic mind, collaborate and improve 20% data process efficiency.

Key Skills: Communications, Collaborations, Data Analysis, Logic Mind.

Product Analyst, CBS Group, China

Mar. 2017 – Apr.2024

- Support product manager on product (mineral water/soft drinks, home appliance) analysis of sales trend and prediction (retention, churn analysis) based on all China regions.
- Provide periodical reports of business metrics to stakeholders (Marketing team, PMs) and leadership team (production, shipping, region-sales, retail-sales, storage).
- Developed and delivered customized BI reports aligned with client specifications, driving data-driven decision-making and strategic insights.

Key Skills: Power BI, Python, SQL, Trello, Excel, Google Sheet, Confluence.

Salesforce Consultant, CBS Industry Co Ltd, China

Jun. 2015 – Feb. 2017

- Developed real-time dashboards, used Reports to extract real-time data and design lightning dashboard with visual widgets. Conducted data in/out with Data Loader and Data Import Wizard with duplicate rules, used validation rules to ensure data accuracy and migration. Combined with Power BI to develop reports based on clients' expectations.
- Optimized CRM workflows and automated process to improve efficiency, automated 80% of manual processes, leading 30% increase in sales-team efficiency by Flow and Process Builder.

- Enhanced sales and customer retention with data-driven insights on Marketing cloud with automation tool, reduced response time and increased lead conversion on Sales cloud with leading scoring and automation.
- Built LWC-based UI for users to upload CSV file, provided Visualforce page for bulk data export, button for exporting records as CSV without manual running.

Key Skills: Power BI, JavaScript, LWC, Flow, Data Loader, Dashboard, Reports, Triggers, Rules, Validations, CI/CD pipeline.

Junior Software Engineer, DATANG Mobile, China

Jun. 2014 – May.2015

- Developed and maintained web applications, including a product bidding system and automation platform, ensuring responsiveness and interactive user experiences.
- Cooperated with team for front-end development using React.js, TypeScript, and Tailwind CSS, improving UI performance and accessibility. Integrated back-end services with Node.js, Firebase, and MongoDB, streamlining data processing and real-time updates.
- Optimized web performance, reducing page load times by 30% through efficient state management and API handling.

Key Skills: Git, GitHub, React.js, TypeScript, JavaScript, Tailwind CSS, Node.js, Express.js, MongoDB, Firebase, CI/CD pipeline.

IT Technical Support, CHINA Mobile, China

Mar. 2012 – Apr.2014

- Delivered efficient technical support to 237 users, resolving hardware, software, and network issues. Achieved 95% resolution rate in first contact and 100% resolution with second support.
- Managed network configurations, hardware installations, and regular system updates, troubleshooted networking issues including LAN, WAN, Wi-Fi connection and VPN configurations, enhancing network reliability and reducing downtime.
- Delivered technical training sessions to staff on software applications and IT best practices, contributing to a 10% increase in user productivity and self-routing-fixing success.
- Ensured data security by performing regular backups and restoring lost data to isolated on-premises HUAWEI server, achieving 100% recovery for critical files in emergency situations.

Key Skills: Networking, Hardware, Software, Routers, Switches, Firewalls, Operating systems.

CERTIFICATS

AWS Solution Architect Professional
AWS DevOps Professional
AWS Solution Architect Associate
AWS Developer Associate
Microsoft Azure Solution Architect Expert

Microsoft Azure Administrator Associate
Microsoft Power BI Data Analyst Associate
Salesforce Certified Developer I
Salesforce Certified Administrator
Salesforce Certified AI Specialist

EDUCATION

Master of Computing of Applied Technology
 Unitec Institute of Technology
 Computer Science

Jul. 2023 – Dec. 2024

Bachelor of Communication Engineering
 University of Yan Bian

Sep. 2008 – Jun. 2012

KEY SKILLS

- Python, SQL, Power BI, Power Query, Looker, Excel, Google Analytics, Machine Learning.
- AWS, Azure, Docker, Git, GitHub, React.js, Node.js, Express.js, MongoDB.
- Jira, Slack, Trello, Discord, CI/CD