YIDA WANG

CONTACT

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🖥 Website:
https://yidawang.ca/

TECHNICAL SKILLS

Python
Tableau/ Tableau Prep
R
SQL
PowerBI
QGIS
Mapbox

SOFT SKILLS

English (native)
Mandarin Chinese (professional)
Leadership and management
Operations & consulting
Project & product 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

Circana (formerly IRI and The NPD Group)
Senior Manager II, Data Science
📅 August 2024 – Present

- Directing a global team of consultants, managers, and analysts to deliver advanced forecasting and analytics solutions, shaping corporate strategies and driving enterprise-wide data initiatives; Surpassing $3.8M in team revenue and $27M in department revenue.
- Conceptualizing product roadmaps and strategies for senior leadership to increase client acquisitions, engagement, and retention by approx. 20%
- Executing multiple feasibility analyses and successfully launching 6 new analytical products
- Spearheading the development and deployment of 30+ KPI dashboards monthly, delivering real-time insights that enhance strategic decision-making and accelerate business growth.

Analytics Manager, Advanced Analytics
📅 July 2022 – August 2024

- Performed gap analyses and oversaw project migrations from SAS to Databricks and Azure platforms to reduce delivery time by roughly 50%; Automated deliverable processes to reduce team budget by nearly 60%
- Managed and developed ETL pipelines and analytics products; Led workshops and created 20+ training documentation resources
- Refined and tested machine learning models and internal data applications by collaborating with engineering, development, data science, UX, and commercial teams
- Managed projects and tracked bugs/issues through JIRA and other project tracking tools to attain 100% on-time and accurate delivery

Statistician (Business Management Bureau)
Ontario Provincial Police – Ministry of the Solicitor General, Ontario
📅 July 2021 – July 2022

- Led several business intelligence projects with a team of analysts and a project manager to reduce reporting time by up to 75% through dashboard automation and SOP development
- Analyzed 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
- Built and updated dozens of DAX & SQL queries to answer data inquiries
- Managed financial & service delivery models; Coordinated 50% of the unit's business cases and procurement/ licensing contracts

Crime & Education Lab (University of Chicago), Chicago
Project Manager
📅 June 2020 – December 2020

- Coordinated the operations analysis component of a federally mandated change management project with a team of data scientists and consultants
- 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)

Embedded Research Analyst
📅 June 2018 – June 2020

- Delivered 12 interactive dashboards using crime and traffic data to provide complex strategic planning solutions for senior Chicago PD command
- Collaborated with 3 new stakeholders to deliver Chicago's first public dashboard to address the socio-economic impact of crime for 10+ agencies
- Generated 2 statistical briefs per month analyzing violent crimes in Chicago and presented the results at bi-weekly meetings for a range of stakeholders, including local, state, and federal agencies, hospitals, and outreach groups