

Lucy Zhihua Hu 胡志华

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**Summary:** Business Analyst with 7+ years in data analysis and operations within financial services. Skilled in SQL and Power BI, with a strong track record of building KPI dashboards, reports, and performance metrics. Adept at transforming raw datasets into actionable insights that improve business performance, guide stakeholder decisions, and enhance customer experience.

## TECHNICAL SKILLS

**Core Strengths:** SQL (4+ years), Power BI (dashboards, KPI reporting), Excel (pivot tables, formulas), Tableau (dashboards & reporting)

**Developing/Refreshing Skills:** Python, R, SAS

**Certificates:** SQL for Data Science (UC Davis, Coursera); Google Advanced Data Analytics (in progress, expected completion Fall 2025)

**Other Tools:** Jira, Confluence

## WORK EXPERIENCE

### KINGCHENG BANK OF TIANJIN

January 2019 – June 2022

#### *Business Reporting Analyst / Sep 2019 – Nov 2021*

- Built recurring KPI dashboards in Excel/Power BI to track loan performance and business health.
- Delivered 50+ regulatory reports with zero compliance issues.
- Partnered with finance, product, and compliance teams to provide insights for leadership decisions.

#### *Deposit Vendor Manager / Dec 2021 – Jun 2022*

- Managed vendor performance and reporting, boosting efficiency and revenue.
- Coordinated cross-functional teams (product, IT, legal) to onboard 5 deposit/payment vendors.

#### *Loan Product Manager / Jan 2019 – Aug 2019*

- Coordinated cross-functional teams (IT, risk, compliance) to define requirements for loan products.
- Oversaw development cycles, conducted UAT, and ensured on-time launch.

### HOME CREDIT CONSUMER FINANCE CO. LTD

July 2015 – January 2019

#### *External Data Analyst & Vendor Manager / Apr 2017 – Jan 2019*

- Onboarded ~15 third-party data vendors to strengthen applicant validation and compliance.
- Analyzed Oracle datasets to monitor vendor performance and ensure compliance.
- Maintained 40+ external data sources in Confluence and managed bilingual terminology.

#### *Collection Analysis Specialist / Jul 2015 – Mar 2017*

- Maintained and optimized SQL scripts for phone collection assignments.
- Developed field collection scripts tailored to regional needs.
- Conducted post-loan performance analysis to support collection strategy decision.

### PURDUE UNIVERSITY

September 2012 – July 2013

#### *Graduate Research Assistant (Statistical Analysis)*

- Collected and analyzed large U.S. crop loss datasets (corn, soybeans, wheat) using R and GeoDaSpace.
- Applied advanced statistical models to evaluate fairness and efficiency in U.S. crop insurance.
- Translated complex data into actionable insights for stakeholders in risk management and policy.

## ACADEMIC BACKGROUND

**Middlebury Institute of International Studies**

**September 2023 – May 2025**

Master of Arts in Translation and Localization Management

**Purdue University**

**September 2011– August 2013**

Master of Science in Agricultural Economics

**Nanjing Agricultural University**

**September 2007– June 2011**

Bachelor of Management in Agriculture & Forestry Economics & Management

**University of California, Riverside**

**January 2011– June 2011**

Exchange Student

## SELECTED PROJECT

**App Usage Analysis | SQL & Power BI**

- Built SQL reports on 3,000 app usage records and designed interactive Power BI dashboards to visualize KPIs and user engagement trends.

*Portfolio with work samples available at [LucyHu.com](https://lucyhu.com).*

## LEADERSHIP EXPERIENCE

**Founder, Turn2Art Cultural Creativity Studio (2022–2023)** – Launched an online accessory store, sourced and managed vendors, negotiated pricing, and analyzed customer engagement to optimize product selection and inventory.

**Founder, MISpeakers Club (2023–2024)** – Built a student-led public speaking and improv club, recruiting members and leading events.

**President, HCC Toastmasters Club (2016–2018)** – Led meetings and supported member development in public speaking.

## LANGUAGES

**Mandarin Chinese** (Native) | **English** (Professional) | **Japanese** (Beginner)