

# JOHN WEI

## Data Analyst | Commercial & Pricing Analytics

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## SUMMARY

Commercial Data Analyst with 3 years of experience turning business, customer, and pricing data into actionable insights that drive commercial performance. Proven track record partnering with Commercial, Sales, and Pricing stakeholders to inform decision-making, applying statistical methods, including regression and frequentist/Bayesian A/B testing, to validate the real-world impact of business initiatives, driving a 40% reduction in unnecessary discounting and an increase in broker follow-up action rate from 30% to 80%. Skilled in SQL, Excel, and BI tooling including ThoughtSpot and Tableau, translating complex data into clear, business-ready recommendations for senior stakeholders.

## EDUCATION

**Bachelor of Data Science and Decisions - Major in Business Data Science** **Feb 2019 - Aug 2023**  
University of New South Wales (UNSW), Sydney, Australia (*Distinction WAM or Dutch equivalent of 8.0 or higher*)

## WORK EXPERIENCE

**MACQUARIE GROUP** **Sydney, Australia**  
*A leading global financial services group headquartered in Sydney, Australia, and one of the world's largest infrastructure investors, operating across more than 30 markets worldwide.*

**Analytics Engineer** **Mar 2026 - Jun 2026**

- Built end-to-end reporting on Home Loan Automation performance, delivering operational and executive-facing dashboards in ThoughtSpot that tracked key commercial KPIs for ops teams and senior leadership.
- Developed an AI-assisted initiative leveraging Claude Skills to analyse behavioural patterns in flagged home loan applications and surface risk insights to core operations and commercial teams.

**Data Engineer** **Mar 2025 - Feb 2026**

- Validated data integrity across a large-scale AWS-to-GCP pipeline migration, writing SQL and using Dataform and Airflow to test schema and table consistency, supporting uninterrupted commercial reporting during the platform transition.

**Data Analyst** **Feb 2024 - Feb 2025**

- Produced a discount analysis dashboard in ThoughtSpot segmenting customers by risk and loan characteristics to inform commercial pricing strategy, identifying unnecessary discounting and reducing average discount given by 40%, protecting margin without impacting conversion.
- Partnered with Pricing and Commercial teams to apply frequentist and Bayesian A/B testing methodologies in Python, evaluating the causal impact of trigger-based interventions on loan volume and revenue.
- Designed and delivered a data pipeline using SQL, Alteryx, and ThoughtSpot to transform broker application data into actionable insights for commercial and BDM stakeholders, increasing trigger action rate from 30% to 80% and improving broker follow-up performance.

**Data Analytics Intern** **Dec 2022 - Feb 2023**

- Built a dashboard visualising a machine-learning-predicted interest rate model for home loan discount applications, supporting clearer decision-making on discount approvals.
- Contributed to an automated broker alert system built with SQL and a custom data pipeline, building one of three initial trigger metrics to prioritise BDM and sales follow-up; conducted early regression analysis and A/B testing to validate commercial impact.
- Designed a customer segmentation dashboard in Tableau covering 7 products and 10+ dimensions, supporting sales and commercial teams' customer diagnosis and market opportunity identification.

**AMERICAN EXPRESS** **Sydney, Australia**  
*A leading global financial services company headquartered in New York, USA, providing payment, credit, travel, and financial services to consumers and businesses across more than 170 countries and territories.*

**Data Analytics Intern** **Feb 2023 - Jul 2023**

- Cleaned, validated, and merged decentralised B2B customer transaction datasets across multiple clients, using Advanced Excel and Pivot Tables to deliver standardised executive summaries presented directly to VP-level stakeholders.
- Led a feasibility assessment for migrating legacy Excel reporting to Tableau, partnering with cross-departmental teams to gather requirements, map key business metrics, and report on viability.

## EXTRACURRICULAR ACTIVITIES

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### Startmate

**Sydney, Australia**

*Startmate accelerates ambitious founders and operators, backed by leading angels, venture funds, and tech startups across ANZ.*

### Student Fellow, Winter '23 Cohort

**Feb 2021 - Feb 2022**

- Selected as a Student Fellow for Startmate's pre-accelerator program, a highly competitive, mentor-driven initiative backed by leading ANZ angels, venture funds, and tech startups.
- Developed and pitched a non-technical startup concept within a one-month sprint, applying structured problem-solving under significant ambiguity and time constraints.

### Textbook Ventures

**Sydney, Australia**

*Textbook Ventures is a student-led, not-for-profit organisation supporting aspiring and existing student entrepreneurs across Sydney universities, backed by leading Australian VC firms.*

### Events Director

**Mar 2023 - Nov 2023**

- As an Events Director, I led events for a cross-university, VC-backed student entrepreneurship organisation, supporting a community of aspiring founders across Sydney, Australia.

### AIESEC

**Sydney, Australia**

*Global youth-led organization operating in 100+ countries and territories, focused on leadership development, cross-cultural exchange, and youth engagement.*

### Local Managing Director

**Feb 2021 - Feb 2022**

- Led a local chapter delivering 40+ leadership and professional development initiatives for 250+ students, achieving 65% year-on-year revenue growth.
- Coached a 6-person executive team and led product strategy across 4 service lines, securing 3 national awards in Business Development, Talent Management, and National Contribution.

### People & Talent Lead

**Feb 2020 - Jan 2021**

- Designed and automated business performance dashboards (Google Sheets Query Language), replacing a fragile, error-prone formula system to support evidence-based decisions for a 40+ member team.

## PROJECTS & AWARDS

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### Community Event Planning Web App

**Feb 2026**

- Vibe coded a full-stack web app using Cursor, Claude, and Vercel to help friends coordinate event scheduling, planning, and hosting, solving for fragmented coordination across group chats, calendars, and shared docs.

### Canva x Prodigy Productathon - Won 2nd Place

**Apr 2022**

- Built a draft-mode prototype with a 3-person team to help users visualise their Instagram feed, using Figma and Miro.

## SKILLS & LANGUAGES

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- **Programming & Languages:** SQL, Python, R
- **Data Warehousing:** BigQuery, Snowflake
- **Data Visualization:** ThoughtSpot, Tableau, Power BI, Looker, Excel
- **Tools & Platforms:** Alteryx, Dataform, Airflow, dbt
- **Statistical & Analytical Methodologies:** A/B Testing (Frequentist & Bayesian), Statistical Modelling, Regression Analysis, Segmentation
- **Languages:** English (*Native*), Mandarin (*Native*), German (*A1*)