

Joseph Finch

Data Analyst | Power BI | Excel | Python (Pandas)

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WORK EXPERIENCE

Tuyen Data – Freelance Data Analyst

Hòa Bình, Vietnam | 2025 – Present

- Designed and published a professional data analytics portfolio website (www.tuyendata.com) to showcase projects.
- Built interactive Power BI dashboards highlighting sales, discount analysis, and campaign performance.
- Developed Excel dashboards for HR headcount, cookie company sales, and Superstore discount analysis.
- Cleaned and transformed large datasets in Python (Pandas) for advanced analytics and visualization.
- Applied statistical methods to real-world datasets, demonstrating forecasting and trend analysis.

VIPKID – Online English Teacher

Remote (China/Vietnam) | 2017 – Present

- Taught English to international students through an online platform, delivering over 12,000 virtual lessons.
- Developed skills in client communication, adaptability, and customer satisfaction by working with parents and students across cultural backgrounds.
- Simplified complex concepts into clear explanations — directly transferable to data storytelling and client-facing analytics work.
- Received positive feedback for professionalism, reliability, and clarity.

EDUCATION

- Athabasca University – Bachelor of General Studies
Athabasca, Alberta, Canada | 2007
- Dataquest.io – Data Science, Data Analyst, Junior Data Analyst Certifications
2023 – 2024

CERTIFICATIONS

- **Microsoft Certified: Power BI Data Analyst Associate** (PL-300)
- **Microsoft Office Specialist: Excel** (MOS 365)
- Dataquest.io: Data Science, Data Analyst, Junior Data Analyst
- Udemy: SQL, Machine Learning
- Tableau Desktop (in progress)

PROJECTS

Wine Data Dashboard – Power BI

- Created an interactive dashboard analyzing global wine reviews.
- Explored correlations between wine ratings, price, and regional value indexes.
- Normalized a flat dataset into structured tables for improved scalability.
- Built fact and dimension tables to support a star schema data model.
- Modeled the data for efficiency, enabling faster DAX calculations and cleaner relationships.
- Applied TopN and RANKX DAX functions to rank wines by quality and affordability.

Marketing Campaign Insights – Power BI

- Cleaned and transformed raw campaign data using Power Query and DAX calculations.
- Normalized flat files into fact and dimension tables, enabling efficient data modeling.
- Designed a visually engaging dashboard by creating graphics, backgrounds, and color schemes in PowerPoint, ensuring a professional look and feel.
- Built interactivity with filters, slicers, and drill-through pages for dynamic user exploration.
- Delivered insights into customer demographics and campaign effectiveness, supporting data-driven decision making.

Superstore Discount Analysis – Excel, PivotTables, Dashboards

- Built an executive dashboard analyzing the impact of discounts on profitability.
- Used PivotTables and PivotCharts to summarize and visualize sales and discount patterns.
- Applied lookup and filtering functions to explore relationships between product categories, discounts, and profit margins.
- Conducted statistical analysis to identify trends and anomalies in discount usage.
- Added interactive controls using slicers and input buttons for dashboard navigation.
- Enhanced insights with conditional formatting to highlight at-risk product lines.
- Discovered critical issues with overreliance on discounting, providing actionable recommendations.

Cafe Sales Cleaning Project – Python (Pandas)

- Performed comprehensive data cleaning on a real-world sales dataset with missing values and anomalies.
- Handled missing values, imputations, and outliers using custom calculations to maximize data preservation.
- Devised an imputation strategy that filled nulls in numeric columns while maintaining dataset integrity.
- Produced two cleaned datasets with clear documentation:
 - Version A: Fully imputed, with no null values but a small reduction in total rows.
 - Version B: Preserved 99% of original data, retaining nulls only in non-numeric fields for transparency.

SKILLS

- **Visualization:** Power BI, Excel Dashboards, Tableau (In Progress)
- **Data Modeling:** DAX, Schema Design
- **Data Management:** SQL, Power Query, Python (Pandas)
- **Professional Skills:** Data Storytelling, Client Communication, Report Writing