

# Bing Yi

[bkydataconsulting.org](http://bkydataconsulting.org) | U.S. Citizen

**Key Skills:** Python, SQL, Tableau, Excel, PPT, Snowflake, API, Zapier, ETL, Database & Automations

## **Key Awards:**

- IBM - 2017 Innovation and Delivery Excellence Award (IDEA)
- Capital One - 2021 Mark of Distinction Award for Post-Covid Territory Data Analysis

## **EXPERIENCE**

### **BKY Data Consulting**

**Remote**

#### **Principal Data Consultant**

*May 2024 – Present*

- **US Coast Guard HR** - Applicant Information System integration with IBM Cognos/PowerBI
- **Columbia School of Engineering** - Website Data Analytics & Reporting
- Data Architecture & Engineering, Analysis and Automation Consulting for SMB's (\$10-\$50M)
- Campaign Data Analysis for leading Senior Healthcare Marketing group (\$5M)
- SalesOps / RevOps CRM Data Management and Reporting

### **Capital One Financial Corporation**

**Dallas, Texas**

#### **Senior Data Analyst, Business Card and Payments (BCP)**

*May 2020 – July 2024*

- Developed & tested new territory optimization strategies for Field teams achieving \$10B+ in pVol
- Led exploratory data analysis and ETL workstream for BCP's flagship machine-learning prospect model, which directly increased call-success rate by 15% and estimated deal size by 20%
- Lead analyst for Capital One - BCP Division's first automated data-driven Activation Strategy for 2.4M customer growth accounts, generating >\$80M of incremental customer purchase volume to date
- Marketing Analytics & Business Intelligence Reporting and Dashboards for 5 National Sales teams

### **Baker Tilly Virchow Krause, LLP**

**Dallas, Texas**

#### **Associate, Strategy and Management Consulting**

*April 2019 – May 2020*

- Lower Middle Market Private - CDD and Growth Operations

### **Republic National Distributing Co.**

**Grand Prairie, Texas**

#### **Corporate Finance Analyst / Portfolio Finance Manager**

*September 2018 – April 2019*

### **IBM – Global Business Services**

**Dallas, Texas**

#### **Consultant / Senior Consultant - Digital Product Strategy**

*July 2016 – September 2018*

### **Deloitte & Touche**

**Bay Area, California**

#### **Intern**

*June 2015 - August 2015*

## **EDUCATION**

**Texas A&M University, Mays College of Business**

**College Station, Texas**

**Masters of Science in Marketing**

*August 2014 - May 2016*

**Bachelor of Science in Business Administration, Accounting**

*August 2011 - May 2016*

## **OTHER EXPERIENCE**

### **KENTO Center Boba Shop**

**Kobe, Japan**

Independent pro-bono consultant – Market entry and financial review

*September 2019*