

GU BICHENG

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WORK EXPERIENCE

Product Analyst, CITIXSYS SINGAPORE PTE LTD

Nov 20 – Present

- Collaborated with cross functional teams to deliver required solutions, and is in the driver's seat for revenue growth and lead generation.
- Built and enhanced tracking infrastructure for the website and key touchpoints. Defined both success and tracking metrics to align with the business goals.
- Designed experiments such as A/B testing for the website and marketing campaigns, improved performance by increasing lead generated by 20%.
- Conducted benchmarking studies on regional and global players to refine competitive positioning.
- Identified new feature opportunities through user feedbacks, and prioritised using scoring model.

Operation Executive, SCI ECOMMERCE PTE LTD

Aug 20 – Oct 20

- Served as a key account manager for multiple brands. Responsible for setting and breakdown monthly sales target into action plans, and report to stakeholders on the performance.
- Grew the order volume and transaction amount by implementing targeted promotion campaigns, exceeded sales target by 10%.

Self Employed, BOKELIVING (eCommerce Start-up)

Mar 19 – Jun 20

- Achieved Preferred Seller in Shopee within first 6 months.
- Customer obsessed, maintained consistent shop rating at 4.9 out of 5.

PROJECTS

Lead Scoring & Prioritization

- Objective: To identify the key characteristics of customers that have a higher probability of subscribing to membership in a gym.
- Solution: Constructed three models (CART, Logistic Regression, Trimmed Logistic Regression) to analyse and identify the significant features of member users.

Recommender System

- Objective: To return 5 most similar result for a given book based on its title or content.
- Solution: Built a content-based filtering system which scores and ranks the tags and titles of each book according to the similarity metric. Automated tagging process by generating book tags using feature engineering.

Airline Ticketing System

- Objective: To build a mock airline ticketing system with functionalities such as flight searching, booking and editing.
- Solution: Incorporated front-end website development, server and database through HTML, Apache Server and MySQL respectively.

EDUCATION

National University of Singapore (NUS)

Aug 18 – Present

Bachelor of Technology (Business Analytics)

Ngee Ann Polytechnic, Diploma in Engineering

Apr 13 – Apr 16

SKILLS & INTERESTS

- **Data Science & Programming:** Excel, SQL, Python, R, Java, C++, HTML
- **BI:** Tableau, Power BI, R Shiny
- **Interest:** Automation, Machine Learning, Landscape Photography