

Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, SciPy, Matplotlib)
- Tableau
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- Exploratory Data Analysis (EDA)
- Market Research Analytics
- R (dplyr, ggplot, tm, tidyr)
- Microsoft Power BI

Projects

- EXPLORATORY DATA ANALYSIS (EDA) WITH PYTHON** – Personal Project – Kuala Lumpur August 2025
- Delivered actionable insights from raw datasets, enabling data-driven decision-making and improved operational efficiency.
  - Identified key trends and anomalies that highlighted potential growth opportunities and risk areas for the business.
- CYCLISTIC BIKE-SHARE CASE STUDY** – Personal Project – Kuala Lumpur May 2025
- Analyzed one year of bike-share trip data to uncover key behavioral differences between casual riders and annual members.
  - I identified marketing opportunities to increase membership by highlighting weekday commuting benefits, cost savings, and exclusive perks.

Work Experience

- PERSONAL ASSISTANT (PART TIME)** – Kuala Lumpur May 2025 – Present
- Maintained confidentiality with professionalism, optimized workflows for greater efficiency, and thrived in dynamic, deadline-driven environments.
  - Coordinated international visa and travel arrangements, facilitated communication by managing calls and emails, and prioritized tasks to support sound decision-making.
  - Strengthening problem-solving abilities by addressing and resolving administrative challenges.
  - Leveraged digital tools to manage documents and schedules effectively.
  - Applied time management strategies and organized both digital and physical records, improving overall administrative productivity.
- DATA ANALYST INTERN (REMOTE)** – Dr Avi Global – Sydney December 2024 – March 2025
- Analyzed and structured large datasets from marketing, AI model outputs, and research projects to generate actionable insights for decision-making.
  - Built and maintained performance dashboards in Excel and Python to track KPIs, Stock trading statistics, and campaign effectiveness across departments.
  - Conducted exploratory data analysis (EDA) to identify patterns, trends, and outliers, improving reporting accuracy and supporting business strategy.
  - Translated complex data findings into clear reports and visualizations, enabling both technical and non-technical stakeholders to make data-driven decisions.
- SALES ASSOCIATE (PART TIME)** – Thebigbang.shop – Kuala Lumpur February 2024 – August 2024
- Improved inventory efficiency by 20% through analyzing sales and stock data, leading to reduced overstock and faster product turnover.
  - Provided actionable insights to management by translating raw data into clear visualizations and recommendations that improved operational efficiency.

Education

- BACHELOR OF ADVERTISING IN DIGITAL MARKETING COMMUNICATION** – Greenwich University Present

Certificate

- Advanced Google Data Analytics Professional Certificate Present  
Google Data Analytics Professional Certificate June 2024