

WAISON LEE
BUSINESS DATA ANALYST | SOFTWARE ARCHITECT
PROFESSIONAL EXPERIENCE

Esplanade Ventures , Montreal, Quebec, Canada

04/2022 –

Lead Data Analyst (Remote)

- Utilized Google Analytics, Power BI, and SQL to redefine and track Key Performance Indicators (KPIs) for marketing initiatives, delivering recommendations that boosted landing page conversion rate by an impressive 29%.
- Led and empowered a team of four analysts, driving brainstorming sessions to identify potential marketing and sales improvements. Implemented effective A/B tests resulting in a remarkable 19% increase in client leads.
- Utilized social media platforms, including Instagram and Facebook, to effectively promote company services, resulting in a significant 28% increase in online engagement.
- Collaborated closely with the product team to develop a recommendation engine using Python, significantly enhancing user experience and generating an incremental annual revenue of \$55K.

Adaptive Media, Fortitude Valley, Australia

06/2020 – 04/2022

Blockchain Data Analyst | Mobile App Developer (Remote)

- Played a pivotal role in the development of the NFT marketplace for RD Land Coin, seamlessly integrating Unity WebGL to create an immersive user experience that captivated and delighted users.
- Fostered collaboration across cross-functional teams to analyze and optimize a blockchain-based supply chain management system, yielding an impressive 30% reduction in operational costs while improving transparency and traceability.
- Demonstrated a commitment to staying ahead of the curve by actively participating in industry conferences and contributing to five or more open-source projects, ensuring continuous knowledge growth in web and blockchain technologies.
- Developed an impactful mobile application that collected attention data from users during exhibitions with an astounding accuracy rate of 95%, enabling brands to evaluate and determine their core values effectively.
- Conducted comprehensive usability tests and analyzed user feedback to revamp the user experience of two published mobile applications, leading to a remarkable 25% increase in user retention and a solid 15% growth in monthly active users.

Pm Care sdn bhd, Subang Jaya, Malaysia

10/2018 – 06/2020

Healthcare Claims Examiner | Finance Analyst (Onsite)

- Orchestrated seamless coordination with the finance team, resulting in accurate claim payments and a noteworthy 16% reduction in financial discrepancies.
- Collaborated with healthcare providers to clarify and verify unclear claims, successfully decreasing claim disputes by an impressive 55%.
- Generated data-driven reports using Plotly, delivering actionable insights that contributed to an impressive 22% enhancement in operational efficiency for risk assessment.

- Evaluated trends in financial performance and delivered five impactful recommendations for improvement through visually captivating PowerPoint presentations.

SIGNAL POWER ENTERPRISE (M) SDN, Subang Jaya, Malaysia 06/2016 – 09/2018

Marketing Data Analyst (Onsite)

- Employed Power BI and Scikit-Learn to develop insightful reports on marketing trends, leading to a notable 12% improvement in strategic decision-making capabilities.
- Utilized R Studio for statistical analysis, resulting in a commendable 31% increase in the effectiveness of marketing campaigns.
- Leveraged predictive models developed using RStudio to drive sales growth through accurate sales trend forecasting.
- Implemented nine interactive Power BI dashboards using Excel datasets and effectively conveyed data findings to stakeholders through visually appealing PowerPoint presentations.

Plavno, Calgary, Alberta

06/2015 – 06/2016

Research Assistant (Onsite)

- Provided valuable assistance in the preparation and submission of seven grant proposals, securing an impressive \$170K in development funding.
- Played a vital role in developing A/B testing plans that significantly improved feature implementation effectiveness by 17%.
- Conducted in-depth analysis of in-game purchase data, extracting valuable insights that informed successful pricing strategies.

EDUCATION

University of British Columbia, Vancouver, BC, Canada

04/2012 - 08/2015

Master of Computer Science

Language

English: Fluent

Malay: Native or Bilingual

Japanese: Conversational

PROFESSIONAL SKILLS

Programming Languages: Python, Javascript, C#

Libraries / Frameworks: Next.js, React.js, Angular, React Native, Three.js, Power BI, Google Analytics, Looker Studio, RestAPI, Scikit-learn, Pandas, NumPy, D3.js, jQuery, .Net

Storage: PostgreSQL, MySQL, MongoDB, Neo4j, SQLite, T-SQL, JSON, XML

Cloud Service: Google Cloud Vision API, AWS EC2, Firebase, Supabase, Azure IOT Service

Version & PM Control: Git, GitHub, GitLab, Jira, ClickUp

Others: Finance, Pricing, Cross-Team Collaboration, Business Intelligence, Data Analysis, Financial Analysis, Web/Mobile Development, Blockchain