Yang Gui Fei

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PROFILE **More than 7 years of data analysis and program management experience** 6 years of which in a Financial Service company and a Private Education Institute. Previously with 1 year of marketing experience in the retail industry.

**Strong analytical and methodical experience.** Full spectrum hands-on experience from understanding management objective of a campaign (e.g. on the effectiveness of marketing an event at a specific area), to creating dashboards (e.g. cost invested, conversion rate). This is concluded by a post-event analysis and recommendation.

**At Citco Fund Services,** he optimized internal operational processes by analyzing transaction logo data to improve middle office report delivery time by 150% together with front and back office teams.

**At Kaplan,** he improved students’ registration experience by integrating information flows with the use of mobile devices combined with visualized management reports to aid decision making (e.g. correlation between students scores and feedbacks on lecturers)

**Effective stakeholder management skills** working closely with different stakeholders to understand their business problems and expectations and meet their strategic goals.

**Certified with** Microsoft Technology Associate certification in database. Other technical skills include Statistical Modelling and Machine Learning Techniques via R, Customer Analytics, Enterprise Architecture(TOGAF), Business Process Reengineering, Text mining, Geospatial Analytics, Computer Vision.



EXPERIENCE **Citco Fund Services (Singapore); Operation Analyst; Mar 2015 – Feb 2018**

* Deliver accurate and auditable cash, trading activities and position reports for investment decisions upon completion of analyzing the trade breaks between client data and broker data.
* Investigate and liaise with third parties to resolve open trades breaks between Citco and brokers
* Make proper profit and loss captures and risk management reporting based on solid understanding of financial instruments e.g Equity, Bonds, Futures, Options etc.
* Identify opportunity to improve operational process and focus on providing solutions and delivering results by analyzing logged data

**Key Achievement**

1. Initiated a project to enhance operation planning by analyzing daily trade breaks in *Pivot Table Charts* to better allocate daily NAV preparation resources
2. Streamlined the report generation processes by developing formulated Excel templates to show trades related differences from Day 1 to Day 2
3. Established a network of communication channels among Teams in Halifax, Manila and Mumbai to enhance daily operation

**Kaplan Professional; Senior Program Executive; Aug 2012 – Feb 2015**

* Oversea Approved Assessment Centre daily operations
* Create dashboard to analyze students’ exam performance to gain insight for course customization and enhancement
* Collect, tabulate and examine learners’ data to market literacy programs to targeted group in specific districts
* Administer Workplace Literacy Program from start to end for both public and in-house clients
* Prepare regulatory reports for Workforce Development Agency monthly & quarterly submissions

**Key Achievement**

1. Increased registration rate by 15% more than expectation via visualizing learners demographic and learning gain & loss data to pinpoint a location for an outreach event in collaboration with sales team
2. Improved overall study experience measured by Post Course Tests results and course evaluations via using statistical tools in R to analyze [taxi drivers’](http://www.straitstimes.com/breaking-news/singapore/story/aspiring-current-taxi-drivers-sign-english-language-course-20131104)Pre Course Test performance in coordinated efforts with Learning and Curriculum Department.
3. Created a timestamp using VBA for each phone call registration of Literacy Tests which in turn are stored, tabulated and examined for more efficient and effective peak hours planning

**M1 Limited, Marketing Executive, Dec 2011 – Aug 2012**

* Responsible for competitors' analysis, product planning and marketing
* Work with internal and external parties to drive segment growth
* Create Dashboards to track, analyze and report on weekly campaign ROI
* Develop analytical tools to reach out to targeted segments through digital marketing

**Key Achievement**

1. Product launch of Super$55 Topup on Eload and product revamp of $18/Super$130 Topup to target Chinese customers changing needs leading to a 15% jump in Chinese customer base within first month
2. 3-weekend-promotion at Soon Lee Dormitory drove Topup cards sales by more than 200%
3. Establish retailer branding in key segment areas e.g. Little India, resulting in a 35% increase in Indian customer base comparing to previous quarter.

**Media Development Authority, Funding Scheme Executive, Oct 2008 – Aug 2011**

* Collect, tabulate and examine financial information of co-investment project in MS Access
* Monitor ongoing co-investment projects by tracking monthly expenditure variances and revenue shortfalls
* Prepare and present regular ant timely management reports in Excel, PowerPoint & Word
* Undertake an IT project with the objective to digitize the whole process of funding applications for 2 years, during which being responsible for analyzing user requirements, understanding business process flows, translating into functional specifications, communicating with software development team on software requirements and conducting User Acceptance Tests
* Participant in a pilot project to study and analyze foreign media firms' developments e.g. Baidu, Youku and RenRen etc

**Key Achievement**

1. Creation and development of an Access database to generate weekly management reports for project update
2. Development and launch of Scheme Administration online system together with internal departments and IT vendors, making grant application streamlined at one-stop place
3. Organization for local IT start-ups' meet-up and product introduction with Chinese firms in MDA Shanghai 2010 Expo Trip, building a connection between Singapore IT Start-ups and Chinese firms, e.g. Baidu, Renren and Kaixin



EDUCATION **Master of Technology in Business Analytics**

National University of Singapore

From Jan 2017 to Jun 2018

**Bachelor of Science in Economics, 2nd Upper Class honors**

University of London

From Jul 2008 to Jun 2011

**Diploma in Accountancy, GPA 3.46/4.00**

Ngee Ann Polytechnic

From May 2005 to Feb 2008

**GCE O Level,**

Teck Whye Secondary School

From June 2001 to Dec 2004



Research & **1. Classification** using Naïve Bayes/Decision Trees/Nearest Neighbors

Project in R **2. Forecasting numeric data** by Regression Methods **3. Black box methods –** Neural Networks and Support Vector Machines

**4. Finding Patterns** – Market Basket Analysis using Association Rules

**5. Finding groups of data** – clustering with K-means



SKILLS **R language**, **Tableau**, **SQL**, **MS Excel** (VBA, Lookup, PivotTable, Solver, Nested IF function etc..), **MS PowerPoint**, **MS Word**, **MS Access**, **Python, Enterprise Architecture (TOGAF), System Engineering (BPR), Geospatial Analytics, Text Mining, Web Analytics**



Language **English (**Statement of Attainment for Workplace Literacy (Speaking) Level 7)

**Mandarin/Chinese**

**Shanghainese**



Reference **On request**



Professional Certification attained

|  |  |  |
| --- | --- | --- |
| **Short Course Certificate** | **Awarded by** | **Date obtained** |
| Computing for Data Analysis | Johns Hopkins University | Jan 2013 |
| Introduction to Databases | Stanford University | Feb 2013 |
| Data Analysis | Johns Hopkins University | Feb 2013 |
| Passion Driven Statistics | Wesleyan University | May 2013 |
| Social Network Analysis | University of Michigan | May 2013 |
| Maps and the Geospatial Revolution | Pennsylvania State University | Aug 2013 |
| Introduction to Program Design | University of British Columbia | Aug 2013 |
| Learn to Program: The Fundamentals | University of Toronto | Oct 2013 |