SHI MENGJIE (SINGAPORE PR)

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EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY   **Jan 2019 – Sep 2020**
Master of IT in Business (Analytics Track)
- Key Courses taken: Python for Data Science, Applied Machine Learning, Visual Analysis, Data Management

NANYANG TECHNOLOGICAL UNIVERSITY   **Aug 2012 - Jul 2016**
Bachelor of Engineering (Electrical and Electronics Engineering)

EXPERIENCE

Daimler South East Asia Pte. Ltd.   **Nov 2020 – Present**

Leading Corporation in Automotive Industry, Parent Company of Mercedes-Benz

Data Analyst
- Monitoring and revising visually impactful dashboards in Power BI on daily basis for data reporting across 10 servers with over 300 tables for overseas regions; took over the ownership of 3 dashboards out of overall 4 dashboards
- Extracting, interpreting and analysing data to identify key metrics and transform raw data into meaningful, actionable insights for business use using SQL and Python; designed and implemented Australia's first auto-reporting system on customers to sales conversion performance

Knight Frank Asia Pacific Pte. Ltd.   **Oct 2019 – Sep 2020**

UK Property Consulting Company with over 120-year History

Business Intelligence Analyst
- Created a database on target client' information with the support of Python for internal sales channel's reference
- Conducted the preliminary communication with the customers for the product introduction via phone calls and emails
- Performed regular dashboard reporting of the customer information using effective BI tools (i.e. Power BI) for visualization, from concept through implementation
- Conducted market research from 21 APAC regions on bi-weekly basis; combined and transferred the raw data into textual publishable reports

Lite-On Singapore Pte. Ltd.   **Jul 2016 – Oct 2019**

Taiwan Top Semiconductor Company

Product Manager
- Developed marketing strategies to the promotion of new products in Greater China market, resulted in Top 3 customers upgraded to new release
- Conducted market research to defined target markets, expanding the business from smartphone segments to non-smartphone segments like TWS segment and home appliances segment

ACADEMIC PROJECTS

Twitter Influencer Marketing Project using Python   **Aug 2019 - Dec 2019**
- Converted textual data into quantitative data to look into the contents of tweets
- Defined key topics using topic modelling, such as the topic of football, the topic of music etc.
- Applied clustering technology to segment customer groups
- Proposed different customer groups with related topics for influencer marketing purpose

China Southern Airline Business Strategy Project   **May 2019 - Jul 2019**
- Built a dashboard using Tableau and R shiny for comparing China Southern Airline and other 5-star airlines' performances in terms of food quality, crew service, seat comfort etc.
- Recommended and developed various advertising methods for China Southern Airlines to improve ranking

ADDITIONAL

- **Language:** Proficient in written and spoken English and Mandarin
- **IT Skills**: SQL, Python, Tableau, Power BI