

# ANDREI GABRIEL LABAYAN

1526 Brgy. San Antonio, Los Banos, Laguna 4030 Philippines  
Phone: +63 929 751 9844 | Email: [aalabayan2332@gmail.com](mailto:aalabayan2332@gmail.com)

---

## **PROFESSIONAL EXPERIENCE**

### **GCash (Mynt – Globe Fintech Innovations, Inc.)**

*Business Analyst Lead, July 2022 - present*

- Supported the Technology and Operations, KYC Operations, and Quality Assurance Operations teams in identifying operational pain points and loopholes that could entail operational, legal, reputational, regulatory, and financial risks, and provided insights on how to improve processes.
- Proactively coordinated with product owners in resolving detected breaches and exceptions and provided root cause analyses on what caused the problems.
- Developed a dashboard that monitors the number of base subscribers who have been active in the app which were then used for target marketing to encourage users to undergo KYC processes increasing the daily number of users upgrading to fully verified accounts by 30%.
- Detected transaction status misalignments between 3<sup>rd</sup> party vendor and inhouse database that could potentially result to PHP300,000 in monthly user fund loss.
- Created an automation tool that could directly extract data from Alibaba database, upload data to Google Drive and refresh Excel dashboard, reducing time spent on refreshing excel dashboards by 80%.
- Initiated the migration of reports from Excel to Power BI and conducted brownbag sessions to share knowledge about its power and capabilities.
- Part of the team that developed the company's first machine learning-powered risk calculator.

### **Freelance**

*Data Analyst, May 2020 – present*

- Built database and dashboards for a corporate social responsibility NGO.
- Served as technical consultant for an e-commerce cosmetics company and helped build data pipeline, dashboard, and presented key insights on channel sales and marketing campaigns.
- Conducted tutorials on SQL, Excel, and Google Sheets lessons for professionals looking to upskill and shift careers.

### **Eskwelabs**

*Technical Project Manager, October 2022 – January 2023 (Part-time)*

- Managed and guided a team of 4 data analysts in adhoc analyses and creation of the final dashboard output.
- Set up the client's BigQuery database and Data Studio dashboard.
- Created a simple data pipeline for e-commerce client using Python which cleans and combines data from its three sales channels and directly uploading it to Google Sheets.

*Digital Transformation and Data Skills Mentor, September 2022 – October 2022 (Part-time)*

- Guided and taught 24 government employees from TESDA from problem identification up to dashboarding, storyboarding and presentation.
- Educated the students on how to use Google Sheets / Excel and how to leverage its vast array of functionalities to successfully produce an effective analytics project.

**Uber**

*Data Analyst, Oct 2021 – July 2022*

- Provided analytics support to the Strategy & Planning Team.
- Developed an analysis on rider defects to investigate complains on long delivery time which led to a UX change proposal that could potentially decrease issues by 40%.
- Developed an APAC-wide dashboard that could monitor the most common problems that a particular earner encounter during each step of the onboarding process and before and after they take on their first trip which improved ticket resolution time by 35% and CSAT by 47%.
- Awarded with the **2022 Q1 Golden Ticket** and **2022 Q1 Go Get It: Uber Values Award (See the Forest & Trees)**

**Home Credit Philippines**

*Sales Analyst, April 2021 – October 2021*

- Supported key account managers, head of sales planning, and other stakeholders with their analytics need.
- Developed Power BI dashboards, monthly and weekly reports to monitor performance of Home Credit Key Accounts which resulted to an 80% decrease in data requests from stakeholders leaving more time for ad hoc analyses.
- Identified a sales gap for a particular key account and recommended strategies for recovery which resulted to a 74% increase in total sales for mobile phones alone.

**Omdena**

*Junior Machine Learning Engineer, May 2021 – July 2021*

- A volunteer project under Omdena and United Nations Office of Counter Terrorism
- Helped build a machine learning model to predict fraudulent financial transactions that would fund terrorist groups.

**EDUCATION**

**University of the Philippines Los Baños**

*Bachelor of Science in Agricultural Economics, August 2021*

- Thesis: Supply and demand analysis of rice in the Philippines, 1990 – 2020
- UPLB Choral Ensemble, member

**Eskwelabs**

*Data Science Fellow, April 2022*

- Developed 4 sprint projects covering Supervised & Unsupervised Machine Learning, Recommender System, and Natural Language Processing
- Capstone project: Creating a Predictive Maintenance Model for car maintenance monitoring startup company “AutoServed”.