

HALOS, ADRIEL DAVID P.

Data Analyst

✉ adrieldphalos@gmail.com
☎ +63 927 171 4519
🏠 Los Baños, Laguna, PH 4030
🌐 www.linkedin.com/in/addy-halos

CAREER HIGHLIGHTS

- Created, improved, and managed critical business reports for Zoom2u as the sole data professional in the company through efficient reporting via automations
- Greatly grew Lalafood's driver activity by providing insights that led to increased speed of new driver onboarding and providing geographical data for order hotspots
- One of the first members of Shopee's digital products special team, which grew the category's orders and revenue; it eventually grew into a new company called Seamoney
- Pioneer Business Intelligence team member in Shopee PH, responsible for singlehandedly providing unique reports required by the entire company during its early days

EXPERIENCE

Nov 2023 -
Present

Freelance Data Specialist

- Pulled data via API and web scraping from web tools and sites as required by clients
- Set up automated reports and google sheets that work as reporting tools

May 2021 -
Nov 2023

Zoom2u Pty. Ltd. (ASX: Z2U)

Development Team

Data Analyst

- Creating, improving, and automating all business reports in the company
- Extracted data from APIs and stored into Azure SQL Database
- Handled special projects for operations, finance, sales, and customer service

July 2020 -
February 2021

Lalafood Philippines

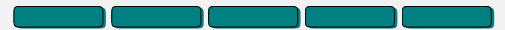
Data Team

Data Analyst

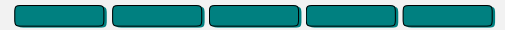
- Assigned as the PIC for the Product Team to help identify features that would have the most business impact, as well as important improvements in the current features
- Managed daily reports on Tableau, reporting anything out of the ordinary and finding the cause
- Worked consistently with the Data Team PIC for Marketing for campaign reporting

PROFESSIONAL SKILLS

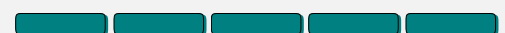
Data Visualization and Analytics



Project Management



Process Improvement and Optimization



Strategy

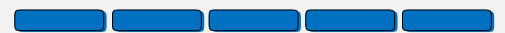


Team Management



TECHNICAL SKILLS

SQL



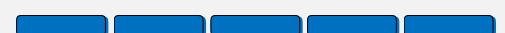
Python



Looker Studio



Tableau



ETL



August 2017 to
November 2019

Shopee Philippines Business Intelligence Team
Reporting & Analytics Senior Analyst

- Marketing Team PIC for monitoring all promotions and projects handled by the team
- Created and managed the main reports for the marketing team
- Handled data reporting requests from project handlers from all teams

July 2019 to
November 2019

Shopee Philippines Digital Team *Sales Operations Analyst*
(Special Project Role)

- Analyzed trends for digital products in order to find the best selling products and the best time to put them on flash deals
- Created all special reports for all projects handled by the digital products team



EDUCATION

Class of 2017

University of the Philippines Los Baños
BS Agribusiness Management