WAI PING (AGNES), CHAU

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SUMMARY

I am results-oriented and data-passionate, skillful in managing and breaking down large volumes of information. Being curious and independent, I explore and identify data issues and monitor performance metrics to achieve business and strategic goals. I am a strong team player and perform well in cross-functional teams.

TECHNICAL SKILLS/LANGUAGES

Programming Languages: SQL, Python, R, HTML, CSS, JavaScript
Tools: Tableau, PowerBI, Looker, Google Data Studio, Google Analytics, Shopify, Magento, Salesforce, GitHub
Languages: Fluent English, Native Chinese (Mandarin, Cantonese), Intermediate French

EDUCATION

MSc in Digital Marketing and Data Science   Sep. 2021 – Present
EMLyon Business School - Top 10% performer   *France*
- Courses: Python Data Science, SQL Bootcamp, Advanced Excel, Data Visualization (Power BI & Tableau), Dataiku
- MSc Thesis: Improving product recommendation systems by applying sentiment analysis on customer reviews

Bachelor of Business Administration in Applied Economies   Sep. 2016 – July. 2020
Hong Kong Baptist University - Top 20% of the cohort   *Hong Kong*
- Upper Second-Class Honours
- Selected as School Ambassador to assist over 200 first-year students to adapt to college life for 3 consecutive years

PROJECTS

New York Airbnb Analysis | *Power BI, Data Visualization*   **Apr 2022**
- Developed insights on hosts' performance based on 2008-2015 historic data of Airbnb and recommended marketing & sales strategies

Customer Churn Analysis | *Python (Scikit-learn, Pandas, NumPy, Matplotlib)*   **Mar 2022**
- Developed customer churn models: performed data exploration and data curation, built a pipeline and analyzed the performance of the best machine learning models

WORKING EXPERIENCE

EMEA Ecommerce Analyst   Jul 2022 – Dec 2022
Estée Lauder Group - M.A.C Cosmetics   *Paris, France*
- **Sales Analytics:** provided data-driven actionable recommendations to 18 markets by tracking & analyzing customer purchase trends, new product launches & promotional campaigns performance, increased website traffic by 10% and conversion rate by 1-3% monthly
- **Reporting & KPI Dashboards:** led monthly and weekly site performance reviews to establish KPIs and strategic plans, providing real-time business insights to stakeholders (Global Head of Brand Retail, 18 Market Managers)
- **Workflow Automation:** automated 2-hour repetitive data collection task to 5 minutes by using Python, increasing efficiency by 95%

Data Analyst   Mar 2022 – Jun 2022
Waysia (ex. Alorsfaim - 1st Asian Online Grocery Market in Europe)   *Paris, France*
- **Data Flow Automation:** enabled fast and timely analysis & decision-making by automating Tableau ETL (extraction, transformation and load) process with Data Flow
- **Predictive Analytics:** created a customer segmentation model and predicted the customer churn rate, tailored customer acquisition & retention strategy, the model achieved 90% accuracy & increased 5% of customer engagement rate

E-commerce Assistant   Aug 2020 – Aug 2021
Caudalie France   *Hong Kong*
- **Digital Marketing & Analytics:** implemented targeted social media campaigns for Facebook, Instagram & Google Ads & drove an additional 10% monthly website visits and 5% increase in conversion rate, deployed Google Analytics (GA) to optimize ROI of paid marketing campaigns
- **Customer Insights:** ensured relevant personalized online communication, within the CRM team, based on customer behavior & buying preferences, resulting in a 30% improvement in email performance and a decrease in unsubscribe rate
- **Business Analytics:** communicated with key stakeholders (Global & APAC Marketing Head) to identify business requirements, perform customer analysis and build customized dashboards to address these requirements
- **Management:** managed a team of 3 people to ensure smooth running operations
- **Customer management:** handled over 30 customers daily to address questions or complaints from email, phone and social media platforms