

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

EM Lyon 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 Online Coordinator

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 Analytic: 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