WAI PING (AGNES), CHAU

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SUMMARY

Results-oriented and passionate job seeker skillful in managing and breaking down large volumes of information. Independent and versatile individual skillful in identifying data issues and monitoring existing metrics. Ready to help team achieve company goals.

TECHNICAL SKILLS/LANGUAGE

Programming Languages: SQL, Python, R, HTML/CSS, JavaScript
Tools: Tableau, PowerBI, Google Analytics, Shopify, Magento, Salesforce, GitHub, Glitch, WordPress
Languages: Advanced English, Native Chinese (Mandarin, Cantonese), Elementary French

EDUCATION

EMLyon Business School   Sep. 2021 – Present
MSc in Digtial Marketing and Data Science   *France*

Hong Kong Baptist University   Sep. 2016 – July. 2020
Bachelor of Business Administration in Applied Economies   *Hong Kong*

- Upper Second-Class Honours
- Appointed as the peer mentor of School of Business to assist over 200 first-year students to adapt college life for 3 consecutive years

PROJECTS / COURSE WORKS

New York Airbnb Analysis | *Power BI, Data Visualization*   Apr 2022
- Provided the insight of the host performance based on the data at 2008-2015 Price Analysis of Airbnb

Customer Churn Analysis | *Python (Scikit-learn, Pandas, NumPy, Matplotlib)*   Mar 2022
- Implemented machine learning models such as random forest model, logistic regression model and support vector machine to predict the customer churn

Price Analysis of Airbnb in Paris | *RStudio, ShinyApp*   Mar 2022
- This project is about using R language to analysis the price of Airbnb in Paris. A dashboard is created and deployed on ShinyApp showing the price and accommodation distribution

WORKING EXPERIENCE

Estee Lauder Group - M.A.C Cosmetics   Jul 2022 – Dec 2022
Online Coordinator   *Paris, France*

- Led monthly and weekly performance review to deep dive on top-line metrics and funnel KPI to ensure the development of strategic and tactical direction to grow conversion rate and revenue among Brand.com, E-retailers and Pure Players
- Performed statistical analyses such as before and after campaign launched analyses to advise on online feature adoption and evolution which increases over 10% customer traffic over the EMEA region
- Created Power BI dashboard to analyse customer trends and identify business patterns
- Coordinated SEO project and designed follow-up actions for the 18 affiliates
- Responsible for the overall maintenance, performance and product selection of the site through daily navigation, testing and use of online analytics to continually improve customer experience

Caudalie Hong Kong Limited   Aug 2020 – Aug 2021
E-commerce Assistant   *Hong Kong*

- Coordinated promotion campaign by delivering the message to different market segmentation and audience and successfully increase 30% revenue annually in the period of COVID.
- Created and executed A/B testing plans to drive campaign optimization decisions like email campaigns, website media and display ads. Successfully boosted website traffic by 10% and conversion by 5%
- Reported and generated Web data, analysis and recommendations to different departments, managers and stakeholders by utilising Magento and internal ERP system
- Managed a team of 3 people to ensure high-quality delivery
- Corresponded with online customers to address questions or complaints about products, policies or shipping methods daily