CLARENCE SAN

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ACADEMIC QUALIFICATIONS

SINGAPORE MANAGEMENT UNIVERSITY   **Jan 2022 - Present**
Master of IT in Business (Analytics)
- GMAT 750 (98th percentile)
- Coursework: Spreadsheet Modelling for Decision Making, Data Analytics Lab, Applied Statistical Analysis with R

UNIVERSITY OF MICHIGAN (ONLINE)   **Sep 2020 - Dec 2020**
Pg.Dip Applied Data Science with Python, A+ (95%)
- Coursework: Applied Statistics, Machine Learning, Data Visualisation, Natural Language Processing

UNIVERSITY OF MELBOURNE   **Dec 2016 - Dec 2018**
Bachelor of Arts (Media and Communications, Law and Justice)
- Weighted Average 80.875 (First Class Honours)
- Recipient of the Leaders in Communities Award; Student Ambassador for the Faculty of Arts and Social Science
- Coursework: Advertising and Promotions, Research Methods, Digital Media Research, Comparative Media Systems

EXPERIENCE

FOODPANDA - Singapore   **Jan 2022 - Present**
Quick-Commerce (Food and Groceries) Platform
Business Analyst
- Managing data solutions for 12 markets in the APAC region under the New Verticals (Pandamart) team
- Technical Stack: BigQuery, Google Data Studio, Tableau, Pyspark
- Optimized SQL queries for supplier dashboards to reduce query processing times by 10%

KANTAR MILLWARD BROWN - Singapore   **Aug 2020 - Jan 2022**
Data Analytics and Consulting firm
Advanced Analytics Associate
- Developed analytical models from inhouse and mined data: methodologies included Structural Equation Modelling, Regression, Classification, Segmentation, Tree-based Ensembles, and Marketing Mix Modelling
- Conceptualized and spearheaded an APAC-wide knowledge session on improving Microsoft Excel workflows with 500+ attendees; received 92% strong recommendation scores in post session survey
- Instituted an Analytics repository of ~20 Python, R and VBA scripts to streamline workflow efficiency and reduce time required for menial checks by more than 80%
- Applied Dynamic Linear Regression based models 4 product category landscapes in the FMCG space for a global dairy player, developed Power BI dashboard to guide 2-year roadmap based on pricing and distribution, led to 20% budget optimization
- Conducted a multi-country factor analysis (5 markets) to decompose global brand equity into manageable dimensions for a global cosmetics player, simplified decision making process from 25 factors to 5
- Analyzed impact of media campaign spending by media channels and touchpoints for a Japanese beverage company through Structural Equation Modelling; provided a quantitative evaluation of campaign effectiveness across 5 KPIs

KANTAR MILLWARD BROWN - Singapore   **Aug 2019 - Jul 2020**
Market Research and Insights Division
Research Analyst
- Crafted customer value propositions and 4 customer journey roadmaps for a multi-country, 500k project with a leading financial services provider, recommendations adopted into product offerings
- Created multiple brand territories and profiled consumer perceptions across 4 major markets for a major entertainment company, achieved a renewed follow-up go-to-market strategic 3 year roadmap project worth 300k
- Optimized design of new product packaging and coordinated 5 focus groups for a F500 FMCG company, identified 10+ optimisations to ensure cultural fit in the SEA region

EXTRA-CURRICULAR ACTIVITIES

- United Nations Volunteer: Mapped 500+ buildings and 30+km of rural Tanzania to protect girls from FGM
- Singapore Armed Forces Officer: Lieutenant at 757 Guards, received best combat unit for 16th intake
- Served as Publicity Director of the Singapore Students' Society: grew society's reach >300%, negotiated partnerships with 5+ businesses, supervised campaign planning, strategy, and management

ADDITIONAL

- Technical Competencies: Python, R, SQL, Scala, MySQL, PostgreSQL, SQL Server, SPSS, SAS, Tableau, Power BI, VBA, Office
- Frameworks: Google Cloud Platform, BigQuery, Airflow, PySpark, Dask, Jupyter Labs, Bash Scripting, Anaconda
- Datacamp Certification Tracks (148 courses completed): Python Programmer, Machine Learning Scientist with Python, Data Scientist with Python, Data Engineer with Python, SQL Server Fundamentals, Analyst with R, Statistician with R