

# CELESTINE TAN

## BUSINESS ANALYST

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## EDUCATION

### DATA SCIENCE IMMERSIVE (DSI-26)

General Assembly | Nov 2021 - Mar 2022

### BACHELOR OF BUSINESS MANAGEMENT

Singapore Management University | 2009 - 2013

- Majors: Marketing, Psychology
- Vice president - Women's Soccer

## ABOUT ME

A former business analyst specializing in optimisation and automation of business processes, I help businesses achieve cost savings and operational efficiency.

Leveraging on data, I aim to simplify processes and present insights in a way that is easily digestible by non-technical stakeholders.

## DATA SCIENCE PROJECTS

### Image Classification

Fish species identification for sustainable fishing in Singapore using computer vision with deep learning

- Python | Tensorflow | Keras | Pillow | Ensemble NN

### Natural Language Processing

Build a portal that gives advice to travellers based on binary classification of text posts

- NLP: NLTK | TF-IDF | Snowball
- Classification: Random Forest | Logistic regression | Multinomial NB | KNeighbors

## WORK EXPERIENCE

### TEAM LEAD, BUSINESS ANALYST

FUJIFILM Business Innovation | Apr 2021 - Oct 2021

- Created **dynamic dashboards using PowerBI**, injecting more interactivity when presenting data to clients
- Led and mentored a team of analysts by adopting an advisory role for ongoing projects, offering guidance on presentation storyboards and idea generation
- Redesigned and developed training plan for current team, focused on a consultative approach to presenting data

### BUSINESS ANALYST

Fuji Xerox Singapore | Jun 2018 - Mar 2021

- Analyzed requirements and processes through workflow assessments and interviews; translating pain points into business opportunities
- Collaborated with **at least 4 stakeholders per project** to ensure both internal and external objectives are aligned
- Revamped the job submission workflow for a school, leading to an **increase in time spent on value-added tasks by 50%**, coupled with a **cost saving of 22%**
- Streamlined and automated the accounts payable process for a global consulting firm, resulting in a **20% faster turnaround time**
- Initiated the internal process improvement project for the end to end sales order process using lean six sigma tools, with projected **time savings of 40%**

### SENIOR BUSINESS SUPPORT EXECUTIVE

Fuji Xerox Singapore | Apr 2014 - May 2018

- Developed automated excel macro template for revenue and signing projection dashboard, reducing manual effort by 30%
- Collated sales statistics, generated reports and presentation material for senior management

## COMPETENCIES

### Programming Languages

- Python
- MySQL, PostgreSQL

### Machine Learning

- Python: Scikit-learn, SciPy, NumPy, Pandas
- Predictive Models: Regression, SVM, Naive Bayes, KNeighbors, Time-series, Boosting/Bagging, Decision Trees
- Clustering (K-means, DBScan), PCA

### Deep Learning

- CNN, Tensorflow, Keras

### Data Visualization

- Python: Seaborn, Matplotlib, Plotly
- PowerBI, Tableau, Microsoft Excel

### Process Optimization

- Microsoft Visio
- Lean Six Sigma