

STEVEN SONG



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Education

The University of Auckland, New Zealand

- Master of commerce in Economics – Second Class Honours First division [2013]
- Bachelor of commerce in Economics – First Class Honours [2012]
- Bachelor of commerce in Economics & Finance [2008~2010]

Key Technical Skills

Data & Resources:

- Advanced in **SQL**
- Advanced in **MS-suite** (Excel, Powerpoint, etc)
- **Google-suite**

Visualisation tools:

- **Tableau** - Data Studio
- Power BI - Google Analytics
- Mixpanel

Experience

Senior analyst in Strategic Partnership – *Agoda (Online travel agency), Thailand*

[Oct 2021 – Aug 2023]

- **Strategy projects** – Drove various profitability optimisation projects for the partnership business at Agoda. The projects included building and driving profit optimisation framework as well as tasks that require decisions based on the insights from the data analyses.
- **KPI management** – Managed quarterly KPI for multiple teams within the department, including presenting analyses on key highlights to CCO and SLT. Decisions had to be carefully made due to sensitivity with the right incentive to drive performance.
- **Business Intelligence** - Managed the data and dashboards that provided useful insights to diagnose problems or make actions to optimise the profitability. Supported both the central and market teams including SLT, with data insights and analyses to create action items.
- **Reports/presentation** - Managed the contents that were required in various regular reports and presentations for the departments and C-suites. Also required to prepare in-depth stories to explain any key performance insights that were presented or any potential questions from SLT/C-suites.
- **Experiments** - Designed and ran multiple AB tests to drive profitability using the pricing tools. The experiment results provided new insights and understandings that enabled the team's strategy within different markets and segments.
- **Data schema management** - Managed numerous data tables and ETL flows that were used by the entire department. Complete security and integrity had to be maintained all the time to minimise data issues/losses.
- **Data & strategy training** - Led the data & strategy training for the entire departments to keep people's knowledge up to date or to introduce new initiatives or any changes in frameworks. I was one of the 'go-to' people for account optimisation and data questions.

Senior data analyst – *Data Wow (data science/analytics consultant), Thailand*

[Mar 2021 – Oct 2021]

- **Project leading** – Led coordination of multiple teams for the project to build a content ranking model within a mobile app, including planning, execution, analyses and presenting to the CEO.
- **Experiments** – Designed hypotheses and managed AB tests on a regular basis to analyse user preference within the mobile app.
- **Insights** - Constantly provided insights using data that are required for the project to evaluate and implement changes to drive further usage of the mobile app.

Growth Analyst – *Taskworld* (task management software), Thailand

[Jul 2020 – Nov 2020]

- **Growth insights** – Executed data analyses and providing actionable insights to the SLT on the critical topics.
- **Mixpanel** – Closely coordinated with the engineering team to establish Mixpanel data infrastructure for analysis purposes.
- **Growth model** – Constant improvement and maintenance of the growth model.

Sales and Marketing Data Analyst – *Omise* (a payment gateway), Thailand

[Jan 2019 – Jul 2020]

- **Insights** – Provided actionable insights from the business data for executives/managers.
- **Dashboards & Reports** – Created and maintained dashboards and reports to give regular insights to the business.
- **Models** – Building models to help understand and solve given problems effectively with logical justification.

Risk Analyst – *Westpac* (a major bank in NZ), New Zealand

[Sep 2016 – Nov 2018]

- **Risk Reports** – Managed a grand set of regular reports with strict deadlines for the risk division. Highly sensitive numbers in the reports required complete accuracy and attention to details.
- **Data management** – Executed investigations on data and ensuring the accuracy and integrity of the database.

Customer Analyst – *Mercury* (a major energy generator/retailer), New Zealand

[Oct 2014 – Sep 2016]

- **Customer Insights** – Provided analyses for sales and marketing to assist their projects and operation.
- **Reports** - Took ownership of multiple reports that provided business insights.

Career Remarks

- Designed and created a tool that helps drive profitability or diagnose profitability issues within the department. It was widely used by all levels of team members from CCO to individual account managers. It helped save losses of hundreds of thousands of dollars in a single quarter soon after it was built. It was considered as the **most powerful tool** that the team has seen.
- Created a new pricing optimisation method for the partnership business at Agoda that could potentially add more than a million dollars to the profit at quarterly level. This was a completely new initiative within the department and I was able to convince the SLT to try the methodology.