

Edwin Tan

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EXPERIENCE

Xtremax — Business Analyst II

DEC 2022 - PRESENT | SINGAPORE

- Prepared pre-sales solutioning for multi-million bids involving various government agencies in SG, delivering tailored solutions, proposals, and technical POCs to drive successful project biddings.
- Conducted business analysis to streamline processes across various business groups for the Council of Estate Agencies' system, effectively reducing their internal documentation process by 35%.
- Managed complex change requests in CEA project, ensuring alignment with project scope and business objectives, leading to increased customer satisfaction and stakeholder engagement.

Shopee SG — Business Intelligence, Regional Marketing (Features & Games)

MAY 2022 - OCT 2022 | SINGAPORE.

- Constructed and maintained dynamic dashboards using Google Sheets and Metabase, enabling streamlined reporting and improved decision-making capabilities across regional product teams and local markets (SEA, TW, LATAM).
- Conducted comprehensive ad hoc analyses and A/B testing, utilising SQL, statistical analysis (adoption, retention, churn, and P&L) and visualisation tools to optimise product features, marketing campaigns, and operational strategies.
- Regularly communicated critical findings and strategic insights in weekly/biweekly team meetings, ensuring continuous tracking of performance KPIs and providing updates to senior regional management.

Shopee MY — Games Analyst

AUG 2020 - MAY 2022 | KL, MALAYSIA

- Developed and implemented automation solutions to enhance operational efficiency and productivity, including Google Apps Script for tracking voucher usage via email updates and a UI Path process for repetitive banner scheduling tasks.
- Analysed key performance metrics and identified local trends to generate comprehensive weekly and monthly reports, presenting strategic recommendations to upper management.
- Strategically segmented reward/voucher allocation, coordinated game initiative launches, and established partnerships with prominent brands, integrating their offerings into gamified experiences to amplify user growth, enhance retention rates, and elevate brand recognition.

Accenture — Technology Analyst

SEP 2017 - SEP 2018 | KL, MALAYSIA

- Led the digital transformation initiative for Telekom Malaysia, Malaysia's largest telecom provider, transitioning their legacy billing system to electronic bills (eBills), significantly reducing operational costs and improving customer satisfaction.
- Managed the migration of the customer relationship management system from Siebel to Salesforce, ensuring a seamless transition with minimal disruption to business operations.
- Provided strategic recommendations and presented technical information to non-technical stakeholders, steering decision-making processes and achieving business objectives.

EDUCATION

University of Sheffield, UK

SEP 2018 - JAN 2020

MSc Computer Science (SSIT)

Distinction, GPA 75.5

Dissertation Project

Machine Learning-Driven Alexa Skill:
Predicting Dota 2 Match Outcomes
([Link](#))

Northumbria University, UK

JAN 2015 - JUL 2016

BEng Electronic Design Engineering

Upper second (2:1)

TOOLS & SKILLS

Programming Languages

Python | Java | JavaScript | HTML | CSS

Web Development

Node.js | JQuery | React | Django

Data Analysis

Excel | Metabase | Jupyter Notebook | Tableau

Database & Cloud Technologies

MySQL | AWS | OpenNebula | Heroku | MongoDB

Automation

Google Apps Script | UI Path | Selenium

Project & Workflow Management

Git | Trello | Jira

Documentation & Design

Notion | Confluence | Visio | Figma