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 CEA project, leading to a 20% reduction in process redundancies and increasing operational efficiency.

- 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.

- 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, Marketing Analytics*

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.

- Segmented reward 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)

TECHNICAL SKILLS

Programming Languages

Python | Java | JavaScript

Data Analysis Tools & Packages

Excel | Metabase | Tableau | Numpy | Pandas | Matplotlib | Scikit-learn | Seaborn | Statsmodels | Geopandas | Jupyter Notebook

Data Processing & ETL Tools

Airflow | Spark

Database & Cloud Technologies

MySQL | MongoDB | AWS | OpenNebula | Heroku

Web Development

Node.js | JQuery | React | Django | Flask

Others

Google Apps Script | UI Path | Selenium | Git | Trello | Jira | Notion | Confluence | Visio | Figma