Edwin Tan Business Analyst

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SUMMARY

Business Analyst with 5+ years in e-Commerce, Finance, and IT sectors, focusing in project management, analytics, and solution execution. Proven ability to drive strategic decision-making and deliver successful projects through effective collaboration and problem-solving.

WORKING EXPERIENCE

Xtremax, Singapore
Business Analyst, Dec 2022 – Present
- Led end-to-end project lifecycle management for MAS and NHB corporate websites, ensuring alignment with organizational objectives and stakeholder requirements.
- Orchestrated seamless coordination between cross-functional teams and external vendors to deliver high-impact website enhancements for MAS and NHB, optimizing user experience and functionality.
- Implemented robust project governance frameworks and streamlined processes for website development and maintenance, enhancing efficiency and on-time delivery for MAS and NHB initiatives.

Shopee, Singapore
Business Intelligence – Regional Marketing, May 2022 – Oct 2022
- 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, Malaysia
Games Analyst – Marketing Analytics, Aug 2020 – May 2022
- Implemented automation solutions such as tracking of voucher usage via email updates (Google Apps Script) and scheduling of repetitive banners (UiPath) to enhance operational efficiency and productivity of the team.
- Analysed key performance metrics and identified local trends to generate comprehensive weekly and monthly reports.
- 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.

EDUCATION

University of Sheffield, UK
MSc Computer Science (SSIT)
Sep 2018 - Jan 2020
GPA: 75.5 / 100 (Distinction)

Northumbria University, UK
BEng Electronic Design Engineering
Jan 2015 - Jul 2016
Upper second (2:1)

SKILLS

Programming: Python, Java, JavaScript

Project Management: Jira, Trello

Analytics Tools & Data Processing: SQL, Excel, Metabase, Tableau, Airflow, Spark

Databases & Cloud Tech: MySQL, MongoDB, Amazon Web Services (AWS)

Design: Figma, Visio

Automation: UiPath, Google Apps Script

Others: Confluence, Notion, Xmind, Postman, Git