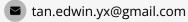
# Edwin Tan Business Analyst



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in linkedin.com/in/etyx

#### **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,
- 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