ELEANA TAN

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Profile

Data enthusiast, passionate about blending marketing, data science, and analytics. Over the past 4+ years I've built dashboards that monitor business performances, automated marketing performance tracking across multiple channels, and developed ML-based tools to flag potential risks.

My experience spans agri-tech, e-commerce, and finance-related environments, giving me a unique perspective on how to turn complex data into actionable strategies that improve both customer experience and business performance through statistical analysis, predictive modeling, and experimentation. Proven ability to support user growth, improve marketing ROI, and guide strategic decisions through data.

Work Experience

Yara International, Digital Value Chain Solutions, Data Analyst   **(May 2021 - Jul 2025)**

- **Built and maintained performance** dashboards for Marketing, Product, and Global teams, enabling decisions across distributor, retailer, and farmer channels — helped Africa team prevent $9,000+ in commission leakage by exposing fraudulent promoter claims.
- **Improved data reliability** by managing the integration of third-party tools (e.g., Appsflyer, Google Analytics), collaborating with product and engineering teams to ensure accurate in-app event tracking
- **Led marketing analytics initiatives** including customer segmentation, media mix modeling, ROI measurement, and Customer Lifetime Value (CLTV) estimation to optimize campaigns — Identified high value customers for iOS launch targeting, enabling Thailand team to achieve $4.5 Million through in-app transactions in 1 month since launch.
- **Drove product analytics to uncover insights on** feature usage, user retention, user satisfaction and funnel performance, informing product roadmap and improving user engagement — Analyzed user behavior on newsfeed feature to identify high-performing content patterns, leading to a 20–30% lift in retention and influencing roadmap priorities for content delivery.
- **Delivered key business insights** through sales trend analysis, anomaly detection, forecasting through supervised learning and regression models — Explored sales trigger analysis, Multi-Linear Regression, XGBoost models achieving forecasting accuracy of 70%
- **Steered annual business planning** by providing data-backed forecasts and partnering with cross-functional stakeholders to define and align on performance targets

IRAS, Tax Analytics Intern   **(Jan 2021 - May 2021)**

- Predictive modelling to flag out **anomalous GST Refund Claim**s on SAS and translation of data preparation script for Databricks
- Built a Power BI dashboard to monitor the usage of data science/AI solutions for the department

SCOR Reinsurance, (Pricing) Actuarial Intern   **(Sep 2020 – Dec 2020)**

- Assisted the renewal of reinsurance treaty pricing and the revision of pricing guidelines for the SEA market
- Conducted statistical analysis on Long Term Disability/Critical Illness portfolios based on clients' historical accounts and developed new pricing tools for policy riders (Total Permanent Disability and Backdating)

Education and Qualifications

B.Sc. Hons in Statistics, National University of Singapore (Specialization in Finance & Business Statistics)   **(Aug 2017 - May 2021)**

Machine Learning Specialization by Stanford University & DeepLearning.AI on Coursera   **(Aug 2025)**

Github Projects

Sales & Marketing Ecommerce Tableau Dashboard

- Analyzing the transaction and marketing data of a Brazilian ecommerce platform from 2016 to 2018 in SQL, Python and Tableau

Frequent Pattern Mining for Product Recommendations

- Applying frequent pattern mining techniques to optimize marketing strategies, enhance product bundling, and improve the overall shopping experience

Gym Capacity Tracker

- Built a real-time gym occupancy monitoring system with Flask backend, React frontend, and Supabase database. Features QR code check-in/out, live capacity tracking, and analytics dashboard.

Additional Information

Languages: English (Fluent), Mandarin (Fluent), German (Intermediate)

Tools/Technical Skills: Python, R, SPSS, SQL, VBA, Tableau, PowerBI, Metabase, Looker Studio, Rudderstack, Appsflyer, Clevertap, Moengage, Amplitude, Google Ads, Facebook Ads, n8n, Make, Zapier, Flask