

# Eric Chan

## Data Analyst

[errchh.github.io](https://errchh.github.io)

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## Education

### Google Data Analyst Professional Certificate | Coursera

2022, Online

### BSc (Hons) Biochemistry | University of Bath

2006, United Kingdom

## Projects

### Cyclistic marketing - Bike share user behaviour case study

Mar 2022, Course capstone project

- I analysed the usage patterns of the day-pass users and the membership users of a bike share company in Chicago throughout a year, and provided data insights for the marketing team to design strategies converting casual riders into annual members.
- GeoData / SQL / Tableau

### Bellabeat marketing - Fitness tracker user behaviour case study

Mar 2022, Course capstone project

- Bellabeat, a health focus company for women, is looking to enter the global smart device market. The founder believes analysing smart device fitness data could unlock new growth opportunities.
- I analysed the smart device data to gain insight on how consumers are using their device, and provided high-level recommendations for Bellabeat's marketing strategy.
- R (programming)

## Experience

### eCommerce Production Controller (English) | YesStyle.com

Apr 2019 - Present, Hong Kong

- Identify items with trademark infringements to prevent legal matters.
- Control brand and product data displaying on the YesStyle.com and AsiaBeautyWholesale.com to meet the contract requirements.

### Assistant eCommerce Production Controller (English) | YesStyle.com

Apr 2015 - Mar 2019, Hong Kong

- Optimise product translations for SEO purpose.
- Communicate the project requirements, bridging IT backend and fellow production controllers in an in-house production web app project to enhance production efficiency. On average 45 min is saved per person each day.

## Skills

### Coding

SQL  
R (programming)  
Tableau

## Tools

### Coding

Google BigQuery  
PgAdmin  
MySQLWorkbench  
DataGrip  
RStudio  
Visual Studio Code  
Tableau Public  
Github Desktop

### Project Management

Trello  
Microsoft Teams  
Notion