

Eric Chan

Data Analyst

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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 AsianBeautyWholesale.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