

GRACE NATHANIA

Singapore | [LinkedIn](#) | +65 9448 2287 | gracenathh@gmail.com | [Portfolio](#)

WORK EXPERIENCE

foodpanda

Singapore

Business Intelligence and Pricing Analyst (Growth Marketing)

July 2022 - Present

- Generating analytic reports on targeted voucher performance to recommend future construct which result in %ROI of up to 1000% and efficiency improvement up to 5%
- Conducting A/B testing on different voucher construct to identify how effective and significant the impact is
- Performing analytics to improve incentive personalisation, such as through zone and customer profiling, basket size, retention, trend analysis, which improves the redemption rate and basket size up to 5%
- Projecting GMV growth based on historical data for partnership acquisition which manage to secure million dollar bank partnership investment and reporting/analysing the after-impact
- Providing recommendations based on historical data for future co-funding event on vendors, products and pricing resulting in order uplift both for vendors and the company
- Constructing automated co-funding calculator for account managers to determine the effectiveness of proposed vs recommended construct and to increase efficiency between departments
- Creating and maintaining Tableau dashboard to support the business

SOCAR Mobility Asia

Kuala Lumpur, Malaysia

Business Intelligence Analyst (Marketing)

November 2021 - June 2022

- Created an automatic all-in-one funnel management tracker and BI dashboard for marketing and business analytics and insights to improve reporting and analytics efficiency
- Automated competitor daily data scraping on Python and transformed & connected the data into weekly competitor analysis report
- Kick started and created end-to-end dynamic, customised promo schemes based on customers' behaviours using machine learning algorithm, resulting in 30% GMV growth and up to 50% redemption rate increment
- Worked on machine learning models to produce optimum price multipliers; identifying, determining, pulling suitable data points and deciding, training the most optimum machine learning model

LEADERSHIP EXPERIENCE

StudentsCatalyst

Indonesia

Peer of National Batch 2

January 2022 - April 2022

- Mentored 4 university students on self-development and career inside and outside the forum through coaching and one-to-one session with 4/4 performance score
- Guided students in constructing consulting slides on plastic waste issue case study

AIESEC in Sunway, Malaysia

Kuala Lumpur, Malaysia

Director of Consideration for outgoing Global Volunteer (oGV)

February 2020 - February 2021

- Led a team of 5 in daily operations to promote youth leadership volunteering program
- Maintained and ensured a stable, efficient and effective customer flow, achieving 118% conversion rate
- Conducted a total of 5 virtual and 3 physical events to introduce and promote AIESEC
- Formed partnerships and working with 5 local and 6 oversea committees

EDUCATION

Monash University

Kuala Lumpur, Malaysia

BCompSci in Advanced Computer Science with minor in Data Science (CGPA: 3.62/4.00)

December 2021

- Final year project: AI-assisted Online Psychotherapy Portal (Facial Emotion Recognition web application)
- Organisations: AIESEC in Sunway, AIESEC in Malaysia, The Malaysian SOCIAL Project, Indonesian Students Association
- Internships: Data Analyst – Accenture Indonesia, Product Analyst – Photobook Worldwide Malaysia
- Awards: Country Championship Semi-Finalist for Malaysia and Singapore Market – Mondelēz Leading Edge Business Challenge, National Finalist (Tech Track) – L'Oréal Brandstorm 2022 Malaysia

SKILLS & INTERESTS

Skills: Python3, SQL, BigQuery, R, Microsoft Office, Google Workspace, Tableau, Apache Superset

Interests: Big Data, Data Science, Marketing Analytics, Customer Analytics, Consulting