

GRACE NATHANIA

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WORK EXPERIENCE

foodpanda

Singapore

Business Intelligence and Pricing Analyst (Growth Marketing)

July 2022 - Present

- Analysing incentive performance (e.g. zone and customer profiling, basket size/retention/trend/top and bottom funnel data analysis) attaining up to 1000% ROI and 5% efficiency improvement
- Conducted A/B testing to assess the impact of different voucher constructs
- Providing data-driven recommendations for future co-funding events, resulting in 11x ROI and increased orders for vendors and the company
- Supporting other departments by providing data analysis, dashboarding, and tracking efforts to enhance business efficiency and streamline processes between departments such as GMV projection for bank investments, trackers on vendors acquisition journey and marketing initiative
- Utilising machine learning (e.g. uplift modelling, classification, segmentation) for cost optimisation and maximising benefits to the company

SOCAR Mobility Asia

Kuala Lumpur, Malaysia

Business Intelligence Analyst (Marketing)

November 2021 - June 2022

- Developed and implemented an all-in-one funnel management tracker and business intelligence (BI) dashboard for marketing, streamlining reporting and analytics processes, resulting in improved efficiency and insights
- Automated competitor daily data scraping using Python and transformed and connected the data into a weekly competitor analysis report, enabling timely and informed decision-making
- Pioneered and executed dynamic, customised promotional schemes leveraging machine learning algorithms based on customer behaviours, leading to a significant 30% GMV growth and up to 50% increment in redemption rates
- Utilised machine learning models to determine optimum price multipliers, identifying and extracting relevant data points, and training the most effective machine learning model for pricing strategies

LEADERSHIP EXPERIENCE

StudentsCatalyst

Indonesia

Peer of National Batch 2

January 2022 - April 2022

- Provided mentorship to 4 university students, offering guidance on self-development and career advancement both within and beyond the forum;
- Conducted one-to-one coaching sessions, resulting in a perfect 4/4 performance score for all mentees
- Assisted and guided students in creating consulting slides for a case study on the issue of plastic waste, contributing to their learning and professional development

AIESEC in Sunway, Malaysia

Kuala Lumpur, Malaysia

Director of Consideration for outgoing Global Volunteer (oGV)

February 2020 - February 2021

- Directed a team of 5 members, overseeing daily operations and spearheading the promotion of youth leadership volunteering program
- Implemented strategies to maintain a stable, efficient, and effective customer flow, resulting in 118% conversion rate
- Organised a total of 5 virtual and 3 physical events to introduce and promote AIESEC, effectively engaging prospective volunteers and creating awareness about the organisation's mission
- Fostered valuable partnerships and collaborated with 5 local and 6 overseas committees, facilitating cross-border cooperation and expanding the reach of AIESEC's volunteering initiatives

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