

Jefferson Qiu

Legal Name	: Jefferson	Phone No.	: (+65) 8315 2494
Email	: jeffersonqiu1@gmail.com	Linkedin	: linkedin.com/in/jeffersonqiu/
Work Eligibility	: Singapore Permanent Resident	Github	: https://github.com/jeffersonqiu

Work Experience

Riot Games

is a leading global video game company, known for League of Legends, VALORANT, and hit Netflix series Arcane. I worked in the SG hub serving APAC players.

Senior Data Analyst – Insights II

Functioned as Lead Analyst for Publishing Office across APAC Market

Jul 2022 – Feb 2024

- Served as a key stakeholder in APAC leadership meetings, bringing in data-driven perspective to strategic decisions
- Performed as Data Analytics Subject Matter Expert, ensuring consistent analytical practices across 7 regional offices and 1 hub
- Prioritized requests and defined data requirements, balancing urgency and impact: 100% SLA achieved, no customer complain

Identified Trends, Patterns Anomalies on Key Metrics and Correlation in Data to Unlock Business Value

- Generated insights and timely recommendation, allowing business to seize valuable marketing opportunities valued at > \$1m in 2023
- Deliverables (ad-hoc, 2-3/ month): trend anomalies analysis, deep dive reports, dashboards/ visualization, impact analysis, etc.
- Impact: identified strategy for VALORANT to double MAU in a saturated market within 6 months

Data Analyst – Insights I

Designed, Built, and Maintained Tableau Dashboards for Business Health Monitoring

Nov 2021 – Jul 2022

- Built and implemented dashboards used as the source-of-truth for company-wide reporting with 99% uptime
- Generated real-time alerts for stakeholders to ensure quick response time (in <12h) in the case of anomalies or change in trend
- Collaborated with data engineers to build custom ETL pipelines, coordinated with end-client to align delivery requirements

Introduced Customer Segmentation/ User Behaviour Analysis to Improve Marketing Efficacy

- Developed user behaviour research methodology to provide better experience for 25M of Riot Games players in APAC region
- Impact: reversed a yearlong declining trend for League of Legends retention rate, rapidly increase MAU by 50% in 2 months

Strategic Data Analyst

Established Data Capabilities as First Data-role Hire in APAC Publishing Office

May 2021 – Nov 2021

- Developed strategic blueprint to guide future hiring priorities based on existing gaps and future business needs
- Spearheaded data governance initiatives (SOP, SLA), delivering insights to 120 internal clients supported by a lean insights team

Championed Data-Driven Decision-Making Initiatives to Optimize Return on Investment (ROI)

- Introduced performance review methodology, leveraging large players data, enabling teams to prioritise on high ROI projects
- Impact: prioritised high performing campaigns for Wild Rift, resulting in 50% reduction in marketing cost, maintaining result

Singapore Mass Rapid Transit

is a public transport provider, known for its MRT network. I ensured optimal maintenance quality at minimal cost, enhancing passenger safety and service reliability.

Management Trainee → Senior Engineer → Engineering Maintenance Manager

Jul 2017 – Jan 2021

- Performed as Chief of Staff to Head of Trains to implement Kaizen within division with 800 staff, saving \$2m in 2019
- Analysed historical maintenance data to develop predictive maintenance capability, saving \$1m/ year from reduced CM works
- Led a team of 12 technicians to ensure work satisfaction and career alignment while meeting output target defined by MOT

Machine Learning/ AI Projects

- ChatGPT API Project: Interactive ChatGPT tool using Command Line Interface ([link](#))
- Document Retrieval Project: Efficient Image Retrieval System using Learning to Rank Methods ([link](#))
- Classification/ Natural Language Processing Project: Linguistic pattern analysis on subreddit posts ([link](#))
- Facial Recognition Project: Real-Time Facial Emotion Recognition Model from Video Feeds ([link](#))

Education and Certification

AWS Certified Cloud Practitioner

Dec 2023

Google Data Analytics Professional Certificate

Mar 2022

General Assembly Data Science/ Analytics Immersive

Jan 2021 – May 2021

Intensive Bootcamp covering Machine Learning development using Python, statistical modelling, and big data query and processing

Bachelor of Mechanical Engineering with minor in Business

Aug 2013 – May 2017

From Nanyang Technological University with CGPA 4.88/5.00 (Top 5% of cohort, 3 x Deans List)

Technical Snapshot

Data Analytics: Python, PySpark SQL, SQL, R, Excel Macro | Visualization: Tableau, Power BI, Looker, Matplotlib, Seaborn, Plotly

ML Toolkit: Scikit-learn, TensorFlow, OpenCV, Keras, HuggingFace | Statistical Toolkit: R, MATLAB | Cryptocurrency tools: Dune