GOH JIA EAN

Data Analyst

Highly motivated and passionate data analyst with more than one year of experience in analyzing and making sense of data. Enjoys telling stories using data, and business intelligence to guide data-driven decisions. Seeking a data analyst position to apply analytical skills and contribute to data-driven decision-making processes.

@gohjiaean (in)

jjeangoh@gmail.com ✉

Subang Jaya USJ 14 📍

https://github.com/jjean95 (github)

https://jiaeangoh.netlify.app 🌐

Education

2020 | **UCSI University**

Masters in Applied Science (by Research)

Thesis: Exploring the genome of Lactarius Deliciosus to understand the rubber biosynthesis pathway

2017 | **UCSI University**

Bachelor of Science (Hons) in Biotechnology

Relevant coursework: Final year project (research-based), Bioinformatics, Statistics, Biochemistry

Skills

- **Programming:** SQL, Python, Figma, Flutter
- **Data Visualization:** Excel, Google Sheets, Tableau, Power BI
- **Languages:** English, Mandarin, Malay

Certifications

2023 | Google-Coursera
Google Business Intelligence

2022 | Google-Coursera
Google Data Analytics Professional Certificate

2022 | TalentLabs
Foundation Certificate in Data Analytics

Interests

- Muay Thai
- Flag Football
- Freediving
- Hiking
- Swimming

Work Experience

02/23 - 10/23   Data Analyst | **Avinity Analytics**

- Collaborated with the inventory management client by implementing data-driven strategies resulting in a 15% improvement in overall client satisfaction with the dashboard's usability and analytical insights.
- Assisted in developing data governance policies and procedures, ensuring compliance with regulatory requirements.
- Conducted a comprehensive analysis and developed insightful visualization of client data, that provided a 25% increase in report engagement and drove increased interest from potential job seekers

11/22 - 01/23   Data Processing Specialist | **NielsenIQ**

- Worked across relevant Operations/Enablement teams to ensure delivery to multi-national client expectations
- Successfully implemented Power BI automation to identify key metrics and draw conclusions on client data

06/22 - 09/22   Data Analyst Internship | **Khazanah National Berhad**

- Consolidated risk investment data to be presented to Audit & Risk Committee
- Implemented data entry automation using Python that saved 30 minutes of data entry
- Collaborated with Governance, Risk & Compliance team on reviewing risk investment guidelines

Projects

Trade Promotion Campaign Dashboard - **Avinity Analytics**

- Gathered and integrated relevant data from multiple sources, including sales transactions, promotional events, and marketing campaigns.
- Implemented custom calculations and key performance indicators (KPIs) to measure the effectiveness of trade promotions in the dashboard.
- Empowered the client to make data-driven decisions by providing actionable insights into the impact of trade promotions on sales and ROI.
- Tools used: Amazon QuickSight

Salary Report - **Avinity Analytics**

- Collected and cleaned salary data from various sources, ensuring data integrity and consistency.
- Performed statistical analysis to identify patterns, outliers, and insights related to compensation.
- Developed visualizations and reports to communicate findings to management.
- Tools used: Tableau, Excel

Hackathon Experience

07/23 - 08/23   Participant | **TalentCorp's Women-Industry Network (WIN) x Girls in Tech Mentoring Program**

- Participated in a two-month mentoring program as a mentee and work on a problem statement on shift handover for the manufacturing industry
- Created wireframe and interactive prototypes of digital platform in Figma
- Developed a mobile application using Flutter for systemic shift handover workflow
- Collaborated with the mentor to create a functional prototype