

Choi Chi Min (Mr.)

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Experienced IT professional with the ability to learn quickly on the job. Currently pursuing a part-time bachelor's degree in Business Analytics and actively seeking to transition to a Business/Data Analyst.

EDUCATION

BACHELOR'S IN BUSINESS ANALYTICS | SINGAPORE UNIVERSITY OF SOCIAL SCIENCES | JUL 2018 - APR 2022

- Achieved CGPA of 3.65/5
- Analytics courses taken:

Predictive Modelling	B-
Association and Clustering	B
Statistical Methods	B
Fundamentals of Data Mining	B-
Python Programming	B+
Data Visualization for Business	B+

DIPLOMA IN ELECTRONICS | TEMASEK POLYTECHNIC | APR 2010 - MAY 2013

SKILLS

- Stakeholder Management Skills
- Languages (English, Chinese)
- Data Mining
- Programming - Python, SQL, HTML, R
- Data Visualization - Tableau, Qlik Sense, IBM SPSS, JMP
- Problem - Solving
- Critical Thinking
- Efficient Time Management
- Database Management - SQL

WORK EXPERIENCE

BUSINESS ANALYST APPRENTICE | UNILEVER ASIA PTE LTD | FEB 2021 - CURRENT

- **Data Analytics Projects**
 - Market Lead for Thailand
 - ◆ In charge of Promotion Analytics Dashboard for Thailand Market (Power BI)
 - ◆ To gather requirements for change requests
 - ◆ Lead in sense checking of data after dashboard is refreshed with new data
 - ◆ Conducted trainings to familiarize new business users on the Thailand product
 - Completed addition of 8 new categories into existing Promotion Analytics Dashboard
 - ◆ Instrumental in coordination between business users and vendors for UAT fixes
 - ◆ Performed UAT cases

**VVIP IT SUPPORT ENGINEER | PHILIPS ELECTRONICS SINGAPORE PTE LTD |
FEB 2018 – CURRENT**

• Data Analytics Projects

- Lead developer in creating a Qlik Sense dashboard which resulted in annual savings of 600 manhours and 21k USD.
- Completed phase 1 of building an Integrated Data Platform to track Online Sales and Marketing information from more than 70+ online platforms across APAC, productivity gained to be at 1.4k hours per annum
 - ◆ Instrumental in coordination between internal resources and vendors
 - ◆ Developed Robotic Processing Automation (RPA) to extract data from e-commerce websites such as Lazada, Shopee, shortening the daily process from 4 hours to just 30 mins, increasing the efficiency by over 85%
 - ◆ Performed UAT and SIT cases

IT Support

- Manage logistics for webcasts and town halls across the APAC region. Coordinate departmental town halls and other corporate event planning as necessary
- Conducted multiple workshops effectively to more than 50 users each session on Communication, Storage and Sharing Tools
- Support of IT Operations and day to day support – PC Support, Telecoms, Network, etc in partnership with 3rd party suppliers and support teams

SERVICE DESK ENGINEER | DHL EXPRESS (TAI SENG) | OCT 2016 – FEB 2018

- Engineer in charge of on-site issues for over 100 employees in Expo Service Center.
- Created support documentation that empowered and enabled the user community to extend skills, leverage system features and find resolutions to questions without intervention from the support team.
- Demonstrated professionalism and courtesy with internal users while working to resolve complaints, problems or respond to questions.

IT ENGINEER | SG CONNECTION PTE LTD | JUL 2015 – SEP 2016

- Level 2 Technical Support for Networking, Email Hosting and PC
- In-charge of the configurations and support of Network-Attached Storage (NAS) for over 10 companies resulting in ensuring emails and important documents are backed up

COORDINATOR | THE WEB PEOPLE (PTE LTD) | JUL 2015 – SEP 2016

- Coordinated between designer and customers for website creation as well as tweaking of websites using HTML.
- Coordination between supplier and customers on 3D invitation cards. Customers include INSEAD, Hong Kah Sec, Clarins