

PERSONAL DETAILS

Birth date

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CONTACT

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PROFESSIONAL EXPERIENCE

ASSOCIATE SOLUTION ENGINEER

SALESFORCE

 Envision and Solution Salesforce Technology for Clients across different business segments (Enterprise to Small-Medium Businesses)

- Attained 13 Salesforce Certifications (as of Aug 2020)
- Trailhead All-star Ranger: 600+ Badges

DATA ANALYST (U-DIGITECH MANAGEMENT ASSOCIATE PROGRAM)

NTUC ENTERPRISE

Aug 2018 - Jun 2019

Jul 2019 - Now

- Create and manage data warehouse to enhance business intelligence capabilities and monitor merchant status.
- Spearhead data-driven marketing initiatives, improving customer retention by 34%
- Engineer data science model building to determine churn prediction, improving accuracy of 22% over previous models.
- Conceptualize and design Tableau dashboards to assist with business intelligence and performance tracking.
- Manage and liaise in the capacity of product owner for data analytics with stakeholders and strategic merchants.

MARKET ANALYST

FACTS GLOBAL ENERGY

Jul 2017 - Aug 2018

- · Oversee Short-term East of Suez Market Analysis.
- Conceptualize and construct databases for market intelligence using SQL and VBA.
- Develop Asian Market Analysis as an expert in Thailand, Vietnam and Japan markets, improve week-on-week prediction accuracy by 26% on average.
- Engineer model-building, integrate insights and communicate to client-base through comprehensive reports. Liaise and consult with major industry players and domain experts.

EDUCATION

MASTER OF SCIENCE IN COMPUTER SCIENCE (GPA: 4.0/4.0)

GEORGIA INSTITUTE OF TECHNOLOGY

2019 - Now

BACHELOR OF ENGINEERING IN CHEMICAL ENGINEERING (Magna Cum Laude)

NATIONAL UNIVERSITY OF SINGAPORE

2013 - 2017

PROGRAMMING LANGUAGES



Python



SQL



JavaScript

TECHNICAL EXPERTISE



Enterprise Architecture Design



Salesforce Technology



Tableau