

SELINA WONG

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Summary

Senior data analytics professional with a track record of improving user experience, growing revenue, and driving market share across e-commerce and tech startups.

Experience

Tiktok Pte Ltd

Search Optimisation Analytics Manager

Jan 2024 – Present

Responsible for evaluation and investigation on Tiktok search's resources, user demands, search quality to improve the business quality on global scale regularly.

- **Process Management:** Proactive ownership of full global search results correction process mechanisms on irrelevant search results, reducing monthly irrelevant results inflow by 94%.
- **Data Analysis:** Conduct personalized user behavior and feedback analysis through top query demand understanding to drive worldwide coverage of GenAI Search Highlights Project¹ by 31% (from 2% to 33%), CTR by 8% (1% to 9%) and improved search quality (DCG) against competitors by 1.5%.
- **Project Management:** Drive global training programs for local search operators based on project timeline, tasks and standard guidelines. Establish self-built search engine response to external feedback guidelines.
- **Results:** Led initiatives that increased efficiency in search operations processes and results page optimization with greater accuracy to target user search demand.

foodpanda

APAC Search Operations Analytics Manager

Jan 2022 – Dec 2023

Responsible for improving how customers discover food on the platform through search by solving deficiencies and identifying new opportunities to improve search performance across 11 countries.

- **Data Storytelling:** Increased APAC GMV by 2% by identifying product opportunities: new search navigation features based on problem sizing and measuring potential impact from the use cases. Developed a competitive benchmark framework for qualifying new features.
- **Process Optimization:** Scaled existing search optimization processes with improved efficiency of reducing 50% of the manual hours through pipeline automation and reinvention of dashboards, improving overall search performance metrics by 14%.
- **Business Strategy:** Influenced logistics and sales to increase delivery areas coverage and onboard new leads from search data respectively; achieved a 74.15% increase in GFV per vendor from newly onboarded leads compared to standard vendors.
- **Results:** Established search optimization leadership and delivered search product solutions through data analysis.

Lazada

Strategy Insights Analyst

Dec 2020 – Dec 2021

Responsible for being the key owner of data insights within the customer experience team to support launch of new initiatives.

- **Data Analytics:** Developed dashboards to monitor the end-to-end returns journey, supporting reductions in refund lead times and contact inflows..
- **Data Storytelling:** Analyzed impact of customer escalations through chatbot, live chat and phone contacts to justify new policies, effectively reduced customer contact volume on returns policy by >30%.

¹Tiktok AI-generated Search Results

<https://www.theverge.com/2024/5/13/24155875/tiktok-ai-generated-search-results-highlights-chatgpt>

- **Experiment Design:** Reduced >50% of customer contact rate through an experiment to test proactive messaging to RedMart customers on unfulfilled items before delivery, leveraging 3 different sources (RedShift, MSSQL, CRON).
- **Project Management:** Championed ownership of forward delivery and returns dashboards to ensure items were managed by relevant stakeholders within stipulated time frames.
- **Results:** Key contributor of data insights for 30+ people team within the customer experience department, to improve business efficiency.

SRX (99.co)

Data Analyst

June 2019 – Nov 2020

Responsible for leveraging data science and machine learning models to innovate and invent new solutions to current problems in the property market and platform.

- **Data Analytics:** Reduced monthly flash report production time by 90% through Python & SQL automation
- **Data Science:** Built deep-learning models for detection of faces and items in images in removing poor quality photos from property platform; leveraged historical resale premium prices for building machine learning model to predict housing prices
- **Results:** Developed reusable Python scripts to automate manual reporting and analysis processes.

Competitions & Hackathons

HackPrinceton, Spring 2018

HackMIT, 2017

NEC Laboratories Singapore Industrial Innovation Competition, 2016 (Merit)

Education

National University of Singapore, BS, Business Analytics, 2019

- **New York University Tandon School of Engineering, Entrepreneurship, Fall 2017**
Selected for NUS Overseas Colleges start-up internship program at NYU Tandon School of Engineering (Fall 2017)

Technical Skills

Python, SQL, Tableau, RedShift, CRON, Airflow, Excel