



# Tan Yong Sheng

Phone: (+60)11-39200209 | Email: [tys203831@gmail.com](mailto:tys203831@gmail.com) |

Web: <https://tanyongsheng.net> | Github: <https://github.com/tys203831>

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I hope to become a business analyst with an interest in Excel, Python, and SQL to derive actionable insights for the organization's growth.

## Working Experience

### Marketing and Business Executive, InvestingNote | ShareInvestor

Dec 2022 - Present

- Manage social media channels for over 1 year, including content creation and trend analysis on platforms like Facebook, Telegram, Instagram, and Twitter.
- Manage campaigns/ events, e.g., worked as a committee member of Invest Fair Malaysia 2023, with 73 speakers and 5000 registrations.
- Pulled traffic report of InvestingNote platform from Google Analytics for supervisor in monthly basis.
- Provide customer support to InvestingNote platform users who reported technical issues, explaining their issues to developers to identify and resolve the problem more efficiently.

## Side Projects

### Database Setup Project with Python

Aug 2023 - Present

- Developing a price and financial database via Python SQLAlchemy to extract the company price & financial data from Yahoo Finance: [rebrand.ly/stockdb](https://rebrand.ly/stockdb)

### Microsoft Excel Bootcamp Project | CodeBasics

June 2023 - June 2023

- Developed expertise in utilizing Excel as a powerful Business Intelligence tool in 1 month.
- Acquired proficiency in using Lookup Formulas such as INDEX & MATCH, VLOOKUP & XLOOKUP for data analysis.
- Mastered Power Query for data extraction, transformation, and loading (ETL) tasks.
- Applied data modeling techniques with Power Pivot to create insightful and interactive reports.

### Work Automation Project with Python

June 2022 - Present

- Developed "mailchimp\_auto": [rebrand.ly/mailchimp\\_auto](https://rebrand.ly/mailchimp_auto), a Python app to automate and reduce the workload of MailChimp's email creation and campaign design in around 1.5 months.
- Developed a web scraping and data wrangling solution in 1 month to collect news and user posts from [investingnote.com](https://investingnote.com), streamlining data retrieval for social media content creation.

## Education

### TalentLabs

Sep 2023 - Present

Certified Associate in Business Analytics

Career Accelerator Programme

- Gain expertise in crafting data collection plans to save resources by avoiding unnecessary data gathering and enabling a focused approach to address specific business questions.
- Acquire proficiency in data collection from Google Analytics 4, as well as data cleaning with SQL in BigQuery and data manipulation using the pandas Python library: [rebrand.ly/business\\_analytics](https://rebrand.ly/business_analytics).

### University of Malaya

Sep 2018 - Aug 2022

Bachelor of Finance

Kuala Lumpur

## Skills & Languages

**Financial Skills:** Financial Analysis, Financial Accounting

**IT Skills:** Microsoft Office, Data Analysis and Visualization (Looker Studio, Power BI, Google Analytics), Computer Languages and Technologies (Python, MySQL Databases, WordPress), Canva, Adobe Photoshop, Digital Marketing, Copywriting

**Language:** Excellent command of Chinese; Proficient in English, and Mandarin