Tan Yong Sheng

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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.

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

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, 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, 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.

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