

# 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": <u>rebrand.ly/mailchimp\_auto</u>, 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 <u>investingnote.com</u>, 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: <a href="rebrand.ly/business\_analytics">rebrand.ly/business\_analytics</a>.

**University of Malaya**Bachelor of Finance

Sep 2018 - Aug 2022

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, MySOL Databases, WordPress), Canva,

Adobe Photoshop, Digital Marketing, Copywriting

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