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Description automatically generated Tan Yong Sheng

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I hope to become a data 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.

**Ed****ucation**

**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