ALEXANDRA KHOO

Green card holder, authorized to work in the US without sponsorship | Minneapolis, MN
alexandrak@duck.com

Experience

Product Operations & Analytics   03/2025 - Present
Independent contractor. See my website: www.alexandrakhoo.com

Product Operations (Data & Analytics)   10/2021 - 06/2024
Delivery Hero (XETR: DHER)
Food delivery platform with $13 billion revenue in 2024

I led operational excellence initiatives for 50+ product analysts and data product engineers, directly supporting the Director of Data to improve the product development lifecycle

- Upgraded tools for feature tracking and A/B tests (*AVO, EPPO*) with analytics engineers, leading to 66% increase in experimentation rate and faster product feedback loops

- Streamlined analytics operating cadence, achieving 40+ weekly man-hours in cost-savings, freeing up time for more in-depth strategic analysis

- Enabled clearer visibility into KPIs (e.g. new users, order conversion, revenue) with executive dashboard revamp on *Google Looker Studio* and data model migration to *dbt*

- Served as project management lead and facilitator to drive strategic clarity at Product, UX, Engineering strategy sessions, with stakeholders up to SVP and CEO level

Product Operations (Data Visualization)   01/2021 - 06/2021
Human Managed
Startup focused on customized cybersecurity solutions for corporate clients

Recruited as a dataviz subject matter expert, I introduced best practices for executive-level reports

- Coached colleagues, created dataviz prototypes and playbooks / FAQs in *Guru*, and served as a cross-functional bridge for the user experience strategy in reporting tools

Data Analyst / Consultant   02/2020 - 01/2021
Synthesis.Partners
Boutique branding consultancy that harnesses open-source data for consumer insights

In this client-facing role, I led analytics for projects to identify emerging trends and next addressable markets

- Translated technical methodologies into presentations for non-technical audiences that built clients' trust

- Built end-to-end data pipelines using *SQL* and *Python*, curated bespoke datasets, and developed metrics for a wide range of sectors, from on-demand entertainment to FMCG

Senior Manager, Policy & Strategy   09/2013 - 01/2020
Maritime and Port Authority
Public agency powering Singapore's status as a premier maritime hub

I progressed through the ranks of policy analyst, manager, and senior manager in international affairs and policy

- Synthesized industry overviews and competitiveness trends to inform organizational strategy, using *Python* and *Excel,* and presented up to ministerial level

- Achieved National Excellent Service Award for international stakeholder engagement

Select Engagements

- Programs Committee Member, Data Visualization Society (20,000+ members)

- Former mentor for Google Women Developer Academy

Tools & Training

- Program management with Miro, Trello, Jira, Confluence / Agile methodology

- Data querying and modeling via SQL, Bigquery, Snowflake, dbt

- Data analysis in Python (pandas, networkx, spaCy), Excel

- Feature tracking and A/B testing with AVO and EPPO

- BI reporting with Google Looker Studio, Tableau

- Other data viz with Python (Matplotlib), HTML/CSS/Javascript, Flourish, Datawrapper

- Version control with Git, Github

- Wireframing with Figma

Domain knowledge

- GoPractice Data-Driven Product Management Simulator with Amplitude tool (On-going)

- Metis-Kaplan Data Science Certification

Education

University of Chicago, US – *MA International Relations*

University of York, UK – *BA Politics with International Relations,* first class with distinction

Maritime and Port Authority of Singapore Overseas Government Scholarship - Full sponsorship of Undergraduate and Graduate studies