

ALEXANDRA KHOO

US Permanent Resident, authorized to work in the US without sponsorship

alexandrak@duck.com | Minneapolis, MN | [Linkedin.com/in/alexandra-khoo](https://www.linkedin.com/in/alexandra-khoo)

Strategic operations and data professional with a track record of analytics enablement (6+ years). Seeking hybrid roles where I can uncover insights as well as optimize systems and communications around data for mission-led growth.

Experience

Product Analytics & Operations

07/2024 - Present

alexandrakhoo.com

Independent | United States

Post-global relocation, focusing on self-development and skill-building in analytics and operations

- Delivered a [talk on my passion topic of data storytelling](#) at MDS Fest 3.0 conference for data professionals, focusing on techniques to communicate actionable insights
- Simulated product challenges: cohort analysis in *Amplitude* and SQL funnel analysis to identify user drop-off points and recommend feature improvements
- To expand my network in a more meaningful way, contributed to [Reforge's Artifacts program](#) and served on Programs Committee for the Data Visualization Society (20,000+ members)

Product Operations (Data & Analytics)

10/2021 - 06/2024

Delivery Hero (XETR: DHER)

B2C Food delivery platform with \$13 billion revenue in 2024 | Singapore

Progressed from Sr. Strategist to Sr. Strategist II. Led operational excellence initiatives for more than 50 product analysts and data product engineers, improving product development lifecycle

- Enabled clearer visibility into KPIs (e.g. new users, order conversion, revenue) with executive summaries, dashboard revamp on *Google Looker Studio*, and data model migration to *dbt*
- Upgraded event tracking and A/B testing tools (*AVO*, *EPPO*) with analytics engineers, leading to 66% increase in experimentation rate and faster product feedback loops
- Collaborated with UX researchers to help product leaders prioritize product bets based on insights (customer intent discovery, decisiveness)
- Served as key project management lead and facilitator for strategy sessions (including root cause analysis) with stakeholders up to SVP and CEO level in Product, UX, and Engineering, steering alignment and achieving actionable outcomes
- Integrated knowledge-sharing and overhauled onboarding for analysts across APAC and Europe, reducing ramp-up time for new hires and achieving excellent ratings of 94%
- Streamlined analytics operating cadence, achieving 40+ weekly man-hours in cost-savings

Data Analyst / Client-facing consultant

02/2020 - 01/2021

Synthesis.Partners

Boutique branding consultancy that harnesses open-source data for consumer insights | Singapore

Led analytics for projects to identify emerging trends and next addressable markets, managing delivery timelines and dependencies

- 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
- Translated technical methodologies into presentations for non-technical clients that built trust and influenced strategic decisions on audience targeting and marketing campaigns

Senior Manager, Policy & Strategy

09/2013 - 01/2020

Maritime and Port Authority

Public agency powering Singapore's status as a premier maritime hub | Singapore

Advanced through roles of increasing responsibility in international affairs and policy (Policy Analyst, Manager, and Senior Manager)

- Developed industry overviews and competitiveness analysis to inform strategic planning, increasingly capitalizing on data analysis techniques (*Excel*, *Python*) in final two years
- Demonstrated strong problem-solving, stakeholder management, and communication skills while engaging with international stakeholders. Achieved National Excellent Service Award.

Tools

- Data querying and modeling via *SQL*, *Bigquery*, *Snowflake*, *dbt*
- Statistical modeling and analysis in *Python* (*pandas*, *numpy*, *networkx*, *spaCy*), *Excel*, *Gsheet*
- Data storytelling and BI reporting with *Google Looker Studio*, *Tableau*, *Mode Analytics*
- Other dataviz with *Python* (*Matplotlib*), *HTML/CSS/Javascript*, *Flourish*, *Datawrapper*
- Product analysis with *Amplitude*
- Version control with *Git*, *Github*
- Program management with *Miro*, *Trello*, *Jira*, *Confluence* / Agile methodology

Education

University of Chicago, US - MA International Relations

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

2019 Kaplan-Metis Data Science Certification