

# TALENT LIM

web profile: <https://tlim-lab.github.io/Kang/> | talentlim005@gmail.com | [www.linkedin.com/in/talentlim](http://www.linkedin.com/in/talentlim)

An accounting graduate, who is passionate in Data Analytics. Collaborative, curious, responsible, are what I offer.  
Hard working and willing to learn in order to advance and grow for the company.

## EDUCATION

September 2018 – August 2021

**BACHELOR IN ACCOUNTING AND FINANCE**, UNIVERSITY OF LONDON, SINGAPORE

## EXPERIENCE

October 2021 – Present

**CONSUMER BANKING ANALYST (EDMA)**, PERMATABANK, JAKARTA

- **Identify trends, visualize, and present insights** to internal stakeholders using **SAS, Excel, and Python**.
- Identify top up opportunity for New to Bank customers, resulted in **IDR 90Bio (AUD 8.6Mio) balance increase**.
- Proposed new campaign approach using transactions history. Resulted in increase of **Bancassurance Campaign take up rate by 230%** from 1.3% to 3% close won rate.
- Conducted **root cause analysis of 2Mio** duplicated customers identification number. Performed cross-departmental collaboration to devise process improvement, and data clean up strategy.
- Involved in 2 Enterprise Data Management projects (CRM and MIS). **Bug fixing on enterprise data** by identifying data anomalies, and root cause analysis to source system for MIS purpose. Identified SQL data parameter from WB SME **business requirements, and business processes** for CRM purpose.

May 2020 – June 2020

**FINANCIAL ADVISOR INTERN**, ADVISORS ALLIANCE GROUP, SINGAPORE

- Researched job market in Indonesia and **provide ideas, solutions to improve AAGI young talents recruitment**.
- Increased Indonesia's youths financial literacy by holding Webinar with "Investment 101, and Money Management" theme, and creating engaging educational posts.
- **Took up a role of moderator**, and webinar was successful with **more than 180 participants**.

## PROJECT

October 2022

**KANG – WEB ANALYTICS**

Link: <https://tlim-lab.github.io/Kang/dashboard.html>

- Built Static Web of online resume or online profile. Web built with **HTML, and CSS**.
- Used google analytics web traffic data and **created Kang online report on Google Data Studio**.
- Created Tableau online dashboard, by downloading **Web Traffic data using API to local computer**.

February 2021

**STOCKHOLDER PERFORMANCE ANALYZER**

YouTube Link: <https://youtu.be/Qg3zCQu3kTM>

- **Built WebApp to measure growth, profit, and track stocks owned** by stockholders with historical and real time stocks data, utilizing open source API.
- WebApp built with **Django, Python, and JavaScript**.

## SKILLS

- Knowledgeable in IT, Banking, and Finance.
- Good communication and presentation skill.
- Proficient in **Microsoft Office Application, SAS, SQL, and Python**.
- Personal development:
  - **Introduction to Computer Science**
  - **Data Analysis with Python**
  - **Web Programming with Python and JavaScript**

## LANGUAGES

- English (Fluent).
- Bahasa (Native).