

# TALENT LIM

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An accounting graduate, who is passionate in Business 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

## EXPERIENCE

October 2021 – Present

**BUSINESS ANALYTICS (EDMA)**, PERMATABANK

- **Customer Lifetime Value Project:**
  - **Assessed data quality, create data mart, data preparation, EDA, and clean-up** of 48+ Mio data records, by 4.5 Mio customers with data anomalies constraint using **SAS, and Python**.
  - **Identify trends, visualize, and present insights** to internal stakeholders using **Power BI, Excel, and PowerPoint**.
  - **Manage discussions and meeting sessions** of Customer Lifetime Value project.
- **Dora Project:**
  - Collaborate across directorates to discuss information needed in building Dora (new CRM tool).
  - Identify **SQL** data parameter from WB SME business requirements, and business processes.
- **Enterprise Intelligence Project:**
  - Conduct UAT and post production testing for nation-wide dashboards.
  - Bug fixing on enterprise data by **identifying data anomalies**, and root cause analysis to source system.
  - Collaborate with developer on the ideation of UI/UX to create better dashboards design.

## PROJECT

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, Python, and Power BI**.

## LANGUAGES

- English (Fluent).
- Bahasa (Native).
- Mandarin (Limited).
- Teochew (Conversational).