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).