TALENT LIM

web profile: https://tlim-lab.github.io/Kang/ | talentlim005@gmail.com | 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, and conducting A/B testing. Resulted in increase of **Bancassurance Campaign take up rate by 330%** from 1.3% to 5.6% close won rate.
- Conducted **root cause analysis of 2Mio** duplicated customers unique identification number.
- 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 Tableu 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).