

TAY JIAKANG, MILA

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EDUCATION

National University of Singapore

Aug 2021 – Dec 2024

Bachelor of Computing in Information Systems

- Selected to start University early under NUS iBLOCs program in Jan 2021
- Current Grade: 4.73 / 5.0
- Recipient of Meta Software Engineering Scholarship | Upskill 2022 (Bond Free)

TECHNICAL SKILLS

- **Product Management:** Figma, Instagantt, Jira, Trello, CRM, Slack, UAT
- **Software Development:** Python, Java, HTML, CSS, Git
- **Data management:** SQL, DataSuite, RDBMS, Google BigQuery, MongoDB, Data Build Tool
- **Data visualisation:** R, Python, PowerBI, Domo, Blaze, Tableau

EXPERIENCE

Data Analyst Intern, Sephora, LVMH

Jan 2023 – Present

- Creating ETL pipelines on Domo with SQL queries on BigQuery datasets with metrics on Sephora products (Web and Mobile App) with Git control through DBT
- Developing data visualisation dashboards on product metrics to support software development teams with Agile approach in Domo BI tool
- Providing performance analytics visualisation on App and Web features and identifying optimisation opportunities.

Ecommerce Intern, Sephora, LVMH

Aug 2022 – Dec 2022

- Performed prescriptive analytics for Sephora App push in DOMO, Google Sheets, Python (Matplotlib, Pandas, Gsheet) leading to 25% higher open rates
- Managed e-commerce adoption program APP10 by working with Product Designers, Engineers in Trello, Domo, Google Suite and Slack, successfully adopting an estimated 1000 users monthly

Platform Operations Intern, Shopee, SEA

May 2022 – Jul 2022

- Performed data scrubbing and pulling with SQL from Salesforce Marketing Cloud to support with platform operations
- Created and maintained Data Extensions in Salesforce Marketing Cloud containing platform user data
- Constructed multiple data pipelines with SFTP for SFMC data extensions with SQL and DataSuite moving and filtering over 20 million values daily

Data Analyst Intern, Combine Services

Apr 2021 - Aug 2021

- Collected and presented data using SQL and Python for Covid-19 performance impact
- Build analytics dashboard with PowerBi for business intelligence to visualise client acquisition and retention. Resulting in 20% increase in revenue
- Carried out data cleaning with Python on corrupted datasets for analysis preparation

EXTRA CURRICULAR ACTIVITIES

ChargeEv, NUS Orbital Project

May 2022 - Jul 2022

- Created [an application](#) with React Native, Firebase and JavaScript for electric vehicle chargers rental
- Utilised Firebase to create user backend system and data storage management

Operations Associate, Google Developer Student Club

Aug 2021 - Apr 2022