

## JUNIOR ANALYST

Business Management graduate with hands-on experience in e-commerce operations, administration, and customer service. Equipped with strong analytical skills in SQL, Excel, and Power BI, I excel at tracking KPIs, identifying performance trends, and delivering actionable, data-driven insights. Passionate about leveraging data to enhance operational efficiency and support strategic business decisions.

## KEY PROJECTS - [GITHUB](#)

**E-commerce Customer & Sales Analysis | PostgreSQL** : Analysed a two-year transactional dataset to assess customer lifetime value, churn, repeat purchase patterns, and revenue contribution. Performed customer segmentation, retention analysis, and cohort tracking using CTEs, joins, and window functions, delivering actionable recommendations to enhance customer retention and product profitability.

**Sales & Housing Dashboard Projects | Excel & Power BI** : Developed interactive Power BI dashboards analysing profitability, discount impact, regional demand trends, and affordability indicators. Leveraged Power Query for effective data cleaning and built a clear dashboard to communicate key insights.

## PROFICIENCIES

**Tools:** SQL, Excel, Power Query, Pivot Table, Power BI, Python, Google Sheets, VS Code

**Techniques:** Data Cleaning, ETL, Aggregation, CTEs, Window Functions, Dashboards, KPI & Trend Analysis

**Admin:** Scheduling, Documentation, Reporting, CRM/POS Systems

**Communication & Strategy:** Stakeholder Management, Cross-team Coordination, Process Improvement, inventory Monitoring, Customer Insights

## CAREER EXPERIENCE

**Warehouse Staff & Front of House, Chayan / Noodle & Beer** **April 2025- Present | London, England**

- Tracked stock, reservations, orders and operational activity using Excel.
- Checked records for accuracy, completeness and service continuity.
- Resolved daily issues across front-of-house and warehouse teams.
- Communicated updates clearly in a fast-paced service environment.

**Customer Support Specialist, Hyatt Centric**

**June 2021 - Sep 2023 | Hong Kong**

- Maintained accurate booking records and customer documentation.
- Logged feedback and escalated service issues across departments.
- Supported daily reporting on guest activity and operational problems.
- Communicated clearly with internal teams and external customers.

## EDUCATION

**Bachelor of Arts in Business Management**

**University of Leeds | 2020-2023**

**Relevant modules:** Strategic Management, Strategic Human Resource Management, Advertising & Promotional Management, Leadership in Organisations, Management Research Analysis.

## VOLUNTEERING WORK

Assisted small business ŽELO with their end-to-end e-commerce operation. Primarily conducting data analysis, providing insight for product launches, listing optimisation, and customer segmentation. Track sales performance, advertising spend and customer feedback to identify growth opportunities and improve conversion.

Organised event schedules, tracked attendance records and coordinated logistics for society activities as CG Representative & Dance Director in Leeds University Union. Liaised with university staff and external groups, handling communications, planning documentation and stakeholder follow-up.