

Trained in earth sciences, information systems, urbanism & statistics, I am passionate about translating complex datasets to inform key business decisions and solving technical problems. I have 3+ years applied data experience at the intersection of marketplace apps and urban mobility. Currently part of the Analytics team at Postmates, acquired by Uber. Fluent in Python, SQL & Tableau.

EXPERIENCE

Product Analyst, Fleet Team

Postmates Inc.

05/2020 - Present

- Optimized driver signup conversion funnel by working with Product & Engineering to design, execute & evaluate AB experiments for new features & improvements, resulting in +10pp in conversion, growing our fleet beyond 150k. Extracted data using SQL on BigQuery, analysis on Python and visualised with Tableau.
- Developed nationwide spatial indices and metrics for targeted growth strategy to increase our merchants and fleet, prioritizing business development efforts whilst balancing 3-sided marketplace dynamics.

Lead Business Intelligence & Data Analyst, Data & Strategy Team

Neuron Mobility

02/2019 - 02/2020

- Enabled company-wide analytics by building the data foundations for ANZ's largest electric scooter operator, building 30+ Tableau dashboards with MySQL pipelines for 50+ staff across 7 teams.
- Informed critical business decisions for Product, Operations & Marketing teams with key indicator metrics with deep dive analysis of pilot projects and beta launches, to further company growth and teams' objectives.
- Optimised, sized & evaluated new app product features by developing data prediction and recommendation models using historical user & operator data, shaping the quarter product roadmap.
- Automated new city launch processes, developed location-based scooter deployment optimisation model and fleet management productivity tools.

Geospatial Analyst, Digital Planning Lab

Urban Redevelopment Authority of Singapore

06/2016 - 02/2019

- Won Minister's Award for development of ePlanner, a mobile application providing spatial data capture, insights & visualisation for social workers & urban planners.
- Shaped public parks planning policy by analysing island wide anonymised mobile phone location data using SQL, Python & Tableau to inform park usage behaviour.
- In-house course trainer for Analytics Immersion Program, training staff on Python, Tableau & ArcGIS.

KEY PROJECTS

Optimising Postmates' Fleet Signup Funnel

06/2020

Worked with Engineering & Product to ideate new features & improvements for the fleet signup flow. Designed and evaluated multiple AB experiments to improve conversion and grow our fleet, growing 10pp over 4 months to exceed the OKR target of 150k active Postmates.

Neuron's Internal Data Analytics Platform - Tableau

06/ 2019

Empowered teams with self service analytics and real time, automated insights through 30+ dashboards, built on internal & external data sources. Coded complex SQL queries on MySQL, Redshift & PostGIS servers, developed spatial visualisations to effectively communicate insights, including automated Slack updates & alerts.

Cross Agency Collaboration & Development of ePlanner

02/2018

Developed a mobile geospatial data capture and visualisation application to deliver data insights of the city, developing new features for social workers' use cases. Used SQL to pipe and extract the data and Python for analysis and visualisation.

EDUCATION

National University of Singapore

08/2012 – 12/2016

Bachelor of Social Sciences, Geography (Geographic Information Systems & Geosciences).

Awarded Dean's Scholars List 2014/15 (Top 1% of cohort).

Murdoch University (Singapore)

01/2009 – 01/2010

Diploma in Business Administration (7 of 8 Distinctions).