

Gaelan Gu

CONTACT



+65 9155 9676



gaelangu@gmail.com



[linkedin.com/in/gaelangu](https://www.linkedin.com/in/gaelangu)



github.com/gaelangu

PROFILE

I'm a dedicated and results-driven data professional with more than 6 years of experience in the business and product analytics fields. I have worked on several projects spanning a wide range of topics like marketing attribution analytics, customer retention, audience segmentation and people analytics. I'm seeking a challenging opportunity in your organisation to not only further my skills and knowledge, but also to contribute to its success.

EXPERIENCE

Carousell

Regional Senior Data Analyst

Apr 2021 - Present

- Mentored marketing associates and supervised data interns in business and technical analytics using Looker and Google BigQuery, cultivating a data-driven culture and equipping teams with advanced analytics skills to independently derive actionable insights.
- Led the Google Analytics 4 (GA4) data migration project, ensuring zero downtime and reporting discrepancies. Conducted a company-wide GA4 training, enabling teams to seamlessly adopt the platform and make data-informed decisions.
- Spearheaded the Marketing Traffic Framework initiative, offering cross-functional teams a unified view of platform traffic, optimising the allocation of marketing resources, and enhancing campaign efficiency.
- Supported the External Ads team by analyzing experiments with various ad formats and placements, driving a 15% increase in daily revenue through strategic insights.
- Directed analyses of annual company-wide brand campaigns, aiming to elevate brand awareness and user reengagement, which achieved an average increase of 10% in user retention across key markets.
- Collaborated with the MarTech team on product feature launches like *Updates Tab* (revamped notifications panel) and *Expired Listings Experience* to enhance user experience and engagement, through implementation of event tracking and post-release product analytics.

Regional Data Analyst

May 2020 - Mar 2021

- Provided strategic customer insights to the marketing team, aligning analytics with quarterly objectives to inform decision-making and drive targeted campaigns.
- Designed and implemented the Marketing Analytics Framework, enabling quantitative evaluation of marketing initiatives and their impact on key performance metrics through an in-house attribution system.
- Maintained comprehensive marketing performance dashboards, identifying optimisation opportunities that enhanced efficiency across all marketing functions.
- Evaluated user communication channels, identifying gaps and improvements to ensure robust and effective messaging strategies for improved customer engagement.
- Deployed customer churn prediction models to map user journeys and develop strategies that improved user engagement and reduced churn rates.

Lazada South East Asia, Pte. Ltd.**Oct 2014 - Nov 2016***Regional Senior Analyst, People Analytics & Rewards*People Analytics

- Maintained accurate records of over 6,000 employees based in 9 countries across Southeast Asia, China and Russia.
- Collaborated with local and regional stakeholders across more than 20 ventures and coordinated their efforts in several initiatives involving both routine & complex HR projects using R, Excel and Visual Basic for Applications (VBA) to automate tasks.
- Presented on key HR topics ranging from department KPIs and issues on Employee Rewards.
- Supported the Alibaba integration project through ensuring prompt and concise HR due diligence reporting.

Rewards / Compensation & Benefits (C&B)

- Collected and analysed large amounts of employee data and distilled actionable recommendations across other sub-departments within HR such as Talent Acquisition and Talent Management.
- Researched and proposed recommendations on C&B packages to the Regional Head of C&B, to ensure market competitiveness during salary review cycles.
- Provided support in the design, review and implementation of the organisation's C&B programs including base pay and Company-wide annual performance bonus program for all full-time employees.

EDUCATION

National University of Singapore (NUS)*Master of Technology in Enterprise Business Analytics**Jan 2017 - Jul 2018*

- Relevant coursework: Advanced Analytics, Big Data Engineering for Analytics, New Media & Sentiment Mining

Singapore Management University (SMU)*Bachelor of Science (Economics) with Merit**Aug 2010 - Jul 2014*

- Second major in Finance under the International Trading Concentration (ITC)
- Relevant coursework: Applied Econometrics, Industrial Organisation, Enterprise Risk Management

Jurong Junior College*Singapore-Cambridge GCE 'A' Levels**Jan 2006 - Dec 2007*

- Distinction in Economics

SKILLS

Operating Systems:	Windows, macOS, Linux
Programming:	Python, R, SQL, Excel VBA
Productivity:	Google Workspace, Microsoft Office
Cloud:	Google Cloud Platform (GCP), Amazon Web Services (AWS)
Applications:	RStudio, SPSS, JMP, Tableau, Looker
Libraries:	Scikit-learn, Matplotlib, Numpy, Pandas, Tensorflow, Keras
Utilities:	Github, Bitbucket, Docker
Languages:	English (Native), Chinese Mandarin (Fluent)