

LAI CHUN KIT

Junior Data Analyst | Marketplace Ads & Income Analytics · Python Reporting Automation
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Portfolio: mrbigpao.com · **GitHub:** github.com/bigpao0516

PROFILE

Junior Data Analyst at CG Ikhlas, a Malaysian e-commerce and IT retailer. I report on income and orders for four stores (CGI Store, ROG Store, ASUS Business, Honeywell) across Shopee, Lazada and TikTok Shop, plus Shopee/Lazada ads. I cut that reporting from 2 days to 2 hours and present ad insights to brand teams.

EDUCATION

BSc (Hons) Financial Mathematics, Universiti Malaysia Terengganu · 2022 – 2026, conferred Oct 2026 · CGPA 3.83

EXPERIENCE

Junior Data Analyst | CG Ikhlas Sdn. Bhd. (e-commerce & IT retail) | Jan 2026 – Present

- Automated monthly reporting for four stores (2 days of work down to 2 hours): income/orders across Shopee, Lazada and TikTok Shop, plus Shopee/Lazada ads. Imports check the period and, where the export names it, the seller account; duplicate files are blocked and staff review each batch.
- Built an ads dashboard comparing all four stores by campaign, product and keyword (spend, sales, ROAS, orders; Shopee GMV Max, Lazada Sponsored Max), plus per-store monthly/quarterly reports in HTML, PDF, Excel and PowerPoint.
- Built income analysis that matches payouts to orders, compares marketplaces, stores and shops on fees, net proceeds and time from order to payout, and flags shipping discrepancies and fee-rate changes.
- Presented monthly ad insights and strategy suggestions to the Honeywell and ASUS Business (ExpertBook) brand teams (ASUS reviews May–Aug 2026), using affiliate, sample-request and Meta ads analysis (creator scoring, keyword waste, budget signals) and ad-attributed sales reconciled against confirmed orders. This supported ad budget or campaign changes.
- Built the company's marketplace intelligence platform (Python/Flask, SQLite) with AI coding assistants writing most of the code while I set the ideas and prompts and reviewed and tested each change: built from Jan 2026, live since Oct 2026, used by about 10 staff for competitor prices, promotion review, income and ads analysis, and AI product labelling with a human review step; fed by 12 Chrome-extension collectors.
- Built two live finance apps for staff: project profit & loss (invoice PDFs checked against their totals, then reviewed and locked) and supplier claim and credit-note settlement, where an AI model reads claim proofs and staff review the flags.

Data Analyst Intern | CG Ikhlas Sdn. Bhd. | Aug 2025 – Jan 2026

- Automated weekly Shopee price checks, raising throughput from about 40 SKUs a day by hand to about 250.
- Automated the Excel price comparison workbook (28 brands): XLOOKUP/LET/FILTER formulas suggest a price and action against the 3 cheapest sellers; Power Query loads promotions; 13 VBA modules merge and dedupe sheets.
- Built campaign and discount extraction with staging validation, plus dashboards, SOPs and handover notes.

Insurance Claims Specialist (part-time) | EY Auto Workshop (vehicle repair), Tanjong Malim | Jul – Oct 2024

- Prepared customer claim documents, coordinated workshop quotes and followed up on vehicle damage claims.

SKILLS

Analytics: SQL, Python (Pandas), Excel (VBA macros, Power Query, XLOOKUP, LET, pivot tables), Streamlit, Power BI (basic); KPI dashboards; ROAS, CTR, GMV, conversion-rate, funnel, fee and margin analysis; stakeholder reporting

Marketplace data: Shopee, Lazada and TikTok Shop income and order exports; Shopee/Lazada/Meta ads, affiliate, voucher and promotion data

Automation: PDF, PowerPoint and HTML report generation, Excel (openpyxl), invoice PDF parsing, OCR

Engineering: Flask, SQLite, JavaScript, Chrome extensions, Git, GitHub Actions, Docker, pytest

Modelling & AI: LLM labelling and extraction with review steps, scikit-learn classification, ARIMAX, LSTM, sentiment analysis

PROJECTS, LANGUAGES & AVAILABILITY

Projects: Final-year research on Tesla market forecasting with news sentiment (ARIMAX vs LSTM), SRD 2025 nominee · Led the 3rd-place team in the RASIO 8.0 Data Science Competition (Universitas Padjadjaran, 2024): ASEAN economic recovery dashboard · Nomsim financial-literacy game, silver (Perak) award, Karnival Inovasi@UMT 2024

Languages: Mandarin, Cantonese, English, Malay; Japanese (about B2, self-assessed, not certified); Korean (basic)

Availability: Expected salary RM4,500–6,000 a month · start date negotiable (currently employed)

Work samples: mrbigpao.com, shared with my employer's agreement; figures redacted or invented