

LAI CHUN KIT

Junior Data Analyst | E-commerce Analytics, Ads Performance & Marketplace Intelligence Tools

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Portfolio: mrbigpao.com

PROFILE

Junior Data Analyst focused on e-commerce analytics, marketplace performance, and ads optimization. I analyze Shopee/Lazada/Meta ads, affiliate, voucher, product, campaign, keyword, and competitor data to find ROAS, GMV, conversion, keyword waste, traffic leaks, and growth actions. My differentiator is that I also build internal Flask/SQLite/JavaScript tools such as CGI Hub, turning analysis into repeatable dashboards, sync/ingestion workflows, mobile review screens, and decision-ready reporting.

TECHNICAL SKILLS

Marketplace/ads analytics: Shopee/Lazada/Meta ads, ROAS, CTR, GMV, conversion, keyword/campaign analysis, affiliate ROI, vouchers/promotions

Data analytics: Python, Pandas, SQL, Excel, Power BI, Streamlit, data cleaning/joining, KPI analysis, dashboard logic

Automation/reporting: PDF/PPT/HTML outputs, ASUS decks, Honeywell reports, ingestion/sync workflows, Chrome extension data flows

Internal tool development: Flask, FastAPI, SQLite, REST APIs, JavaScript, responsive UI, role-based auth, Docker

Models/research: ARIMAX, LSTM, sentiment analysis, TF-IDF, feature preparation, model evaluation

EXPERIENCE

Junior Data Analyst | CG Ikhlas Sdn. Bhd.

2026 - Present

- Developed Honeywell affiliate, ads, and Shopee/Lazada Ads Performance Analyzer workflows, comparing spend, GMV, orders, clicks, CTR, ROAS, keyword waste, budget signals, creator ROI, and scale/pause actions.
- Built CGI Hub as a Flask/SQLite/JavaScript marketplace intelligence platform for competitor monitoring, SKU/product analysis, promotion/voucher tracking, role-based admin, mobile layouts, and modal image review.
- Built data ingestion, sync, and classification workflows around Shopee snapshots/catalog data, including category, sub-category, brand handling, SQL staging validation, and admin tooling to reduce manual lookup and reconciliation work.
- Automated ASUS monthly PowerPoint and HTML review decks from Shopee/Lazada sales, traffic, ads, voucher, promotion, top-SKU, missed-opportunity, and campaign-calendar data.

Data Analyst Intern | CG Ikhlas Sdn. Bhd.

Aug 2025 - Jan 2026

- Turned manual Shopee price checking into a price intelligence workflow (PIH V3) for SKU review, competitor checking, promotion tracking, and reporting.
- Built Shopee/Lazada Ads Performance and Product Strategy Analyzers for campaign planning, keyword/campaign ROAS review, high-ROAS winners, and high-traffic low-conversion products.
- Created campaign/discount extraction, SQL staging validation, dashboards, SOPs, and handover notes to reduce skipped-page and manual reporting errors.

Insurance Claims Specialist (Part-Time) | EY Auto Workshop

Jul 2024 - Oct 2024

- Handled customer claim documentation, workshop quote coordination, and claim follow-up for automobile damage cases.

SELECTED PROJECTS

Shopee/Lazada Ads Performance Analyzer: Built Streamlit/PDF workflows that combine Shopee and Lazada ads exports into campaign/keyword ROAS, spend, CTR, direct/guided GMV, wasted budget, traffic leak, and scale-winner actions.

CGI Hub Marketplace Intelligence Platform: Built a Flask/SQLite/JavaScript internal hub that supports marketplace analysis through Market Watch, product analysis, promotion/voucher tracking, competitor snapshot sync, admin roles, mobile client views, and image modal review.

Honeywell Affiliate & Ads Reporting: Combined scraped sample requests, Shopee affiliate/product/conversion exports, and marketplace ads data into creator scoring, ROAS, keyword waste, budget signals, and follow-up actions.

ASUS Monthly Review Generator: Generated PowerPoint/HTML business review decks from Shopee/Lazada sales, funnel, ads ROI, vouchers, promotions, top SKUs, missed opportunities, and campaign calendars.

Forecasting & Competition Work: Compared ARIMAX/LSTM pipelines for Tesla sentiment-based market forecasting and built a 3rd-place ASEAN economic recovery dashboard with World Bank/IMF indicators.

EDUCATION & RECOGNITION

Education: BSc (Hons.) Financial Mathematics, Universiti Malaysia Terengganu | Oct 2022 - Present | Current CGPA: 3.83

Recognition: SRD 2025 Nominee | RASIO 8.0 Data Science Competition 3rd Place | Carnival Innovation UMT 2024 Silver Medal

Languages: Mandarin, Cantonese, English, Malay, Japanese (B2 / JLPT N2 level), Korean