

# Incense Hou

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🌐: <https://www.incensehou.work>



## Professional Skills

Work Skills: Data Cleaning, Business Insights, Data Visualization, Python Data Analysis libraries, Python scraping, Scrapy, SQL, Tableau, VBA, Excel, Selenium.

Language Skills: Native in Cantonese and Mandarin, proficient in Thai and English as working languages, CET4 & CET6, Experience Working in American and Thai company.

## Work Experience

- |   |                        |                     |
|---|------------------------|---------------------|
| <b>PayPal</b>   | Compliance Advisor     | May 2021 - Apr 2023 |
| <ul style="list-style-type: none"><li>• <u>Compliance Audit</u>: Audited global accounts (Europe, USA, China, Thailand) to ensure compliance with financial regulations.</li><li>• <u>Process Optimization</u>: Enhanced SOP and workflows using Thai regulations to boost efficiency and customer satisfaction.</li><li>• <u>Tool Optimization</u>: Created VBA tools to simplify email editing and note recording, improving team productivity by 30%.</li><li>• <u>Team Collaboration</u>: Liaised with local Customer Service teams for process guidance and efficient feedback management.</li></ul>       |                        |                     |
| <b>Anantara(Minor Hotel Group)</b>  | Membership Coordinator | Aug 2023 - Feb 2024 |
| <ul style="list-style-type: none"><li>• <u>Booking Management</u>: Managed vacation planning, itinerary scheduling, and service reservations for members.</li><li>• <u>Complaint Handling</u>: Handled feedback and complaints, providing solutions and compensation to maintain membership.</li><li>• <u>Process Optimization</u>: Clean accounts data with Python for efficient information management and auto email processes.</li></ul>  |                        |                     |
| <b>Freelancer</b>   | Python Crawler         | Jan 2023 - Now      |
| <ul style="list-style-type: none"><li>• <u>Data Collection</u>: Used Python scraping libraries, including Request, BeautifulSoup, Scrapy and Selenium for data extraction.</li><li>• <u>Data Support</u>: Based on client needs, performed data cleaning and structured the data for storage in required databases.</li><li>• <u>Automated Tool</u>: Design GUI interfaces using Python and VBA based on requirement to create auto-office workflows tool.</li><li>• <u>Data Dashboard</u>: Design data dashboard with Tableau, Excel to visualize data, making it clearer and tracking data changes.</li></ul> |                        |                     |

## Project Experience

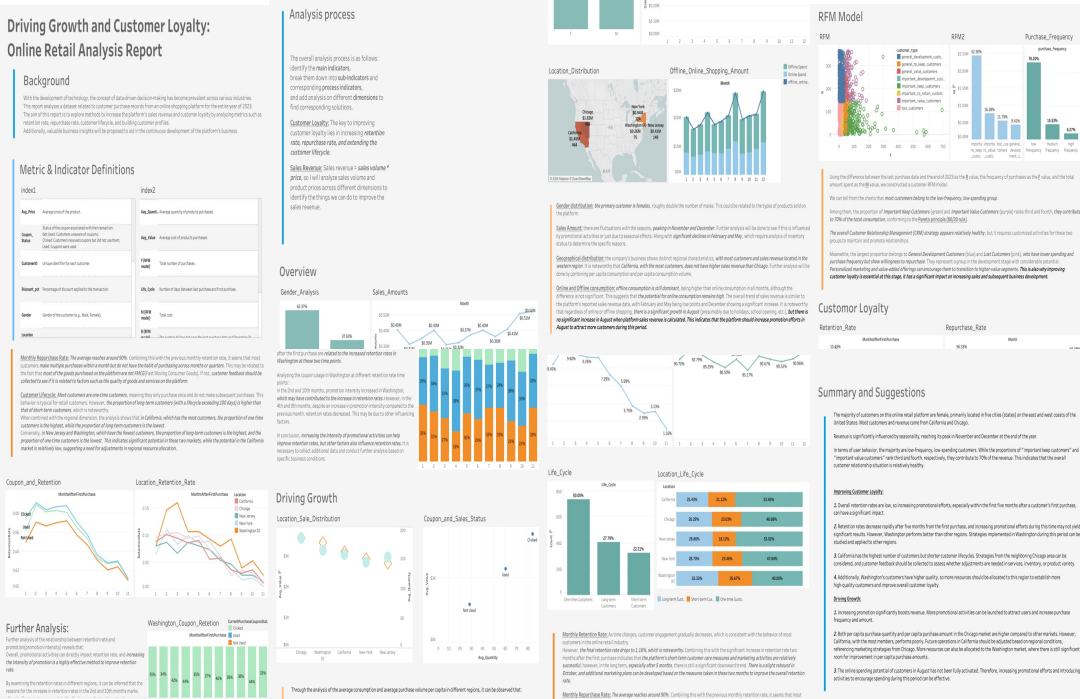
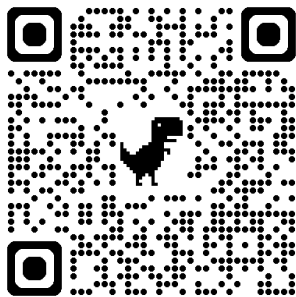
- Driving Business Growth and Enhancing Customer Loyalty**: Data analysis on an online retail platform.
- Data Source: Retrieved and cleansed the public Kaggle data with SQL, preparing sub-tables for related visualization use.
  - Metric Identification: Analyzed data structure with SQL, extracted business metrics, checked the initial data distribution in Tableau for insight development.
  - Customer Segmentation: Developed RFM models from data to segment customers and assess CRM strategy effectiveness.
  - Report Generation: Evaluated metrics such as Repurchase and Retention Rate to identify growth opportunities and enhance customer loyalty, recommending practical business actions.
- Data Analysis for Customer Service team's Complaint Handling**
- Data Processing: Managed datasets using Python's Pandas for organization and cleaning, and Matplotlib for visualization.
  - Data Exploration: Bolster Customer Satisfaction Scores (CSAT) and inform service improvements by analyzing the amount of compensation, complaint sources, regions and other related data.
  - Dashboard Creation: Constructed Tableau dashboards for data visualization, enhancing readability to support real-time issue tracking by QA teams.
- Automated Ticket Purchase System for a Ticketing Website**
- Process Confirmation: Streamlined the login to payment process with Selenium and Python for purchasing automation.
  - Logic Arrangement: Organized sessions and seating priorities, employed Python multiprocessing for ticketing, and documented for client assurance.

## Education

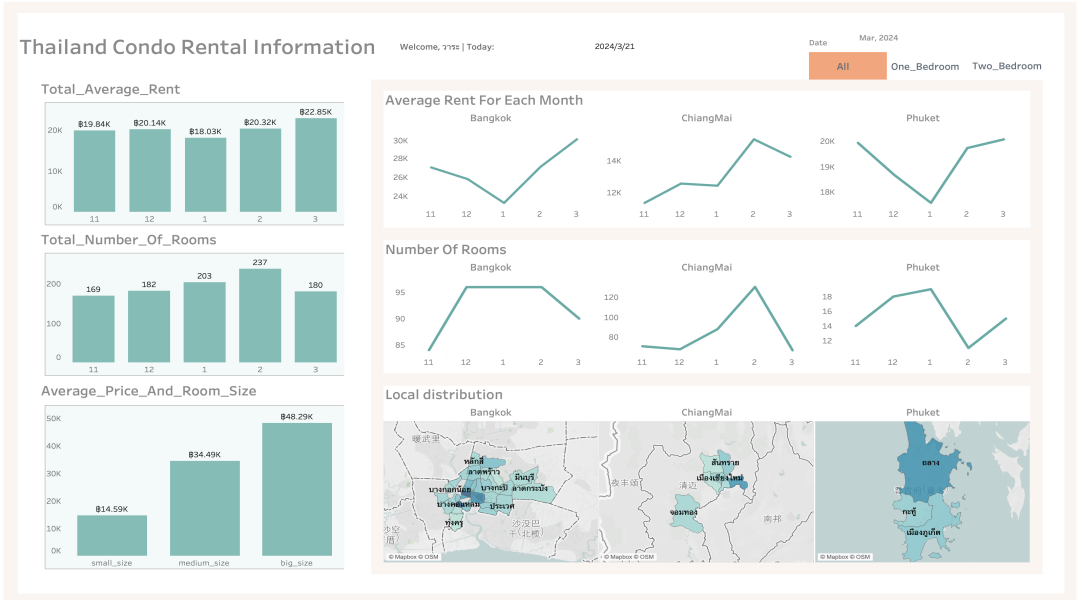
Xi'an International Studies University	Bachelor degree	Aug 2017 - Jul 2021
National Institute of Development Administration (NIDA)	Exchange	Aug 2019 - Apr 2020

Portfolio

Data Analysis Report : <https://www.incensehou.work/data-analysis-report/>



Data Dashboard : <https://www.incensehou.work/data-dashboard/>



Personal Website : <https://www.incensehou.work/>

