# Leo Goh

*Customer‑service and Operations Professional*

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*Layout style: hybrid*

## Summary

Resourceful customer‑service and operations professional with 12 years of experience across retail, pharmacy‑adjacent sales, and logistics environments. Proven ability to translate operational data into actionable insights through basic SQL querying, Excel reporting, and simple data visualisations. Strong interpersonal skills, meticulous attention to detail, and a growing technical toolkit (SQL, Tableau, Power BI). Currently expanding formal data‑analysis credentials and seeking a role where foundational analytical experience can be built into advanced SQL expertise for AI‑focused projects.

## Experience

### Freelance Data Analyst (Remote) at Self‑Employed

01 Jan 2023 – Present

Work with small e‑commerce clients to extract sales, inventory, and customer data from MySQL databases; write simple SELECT statements and aggregate reports for weekly performance reviews. Build basic Tableau dashboards (sales by channel, inventory turnover) that reduced client time spent on manual spreadsheet updates by ~30 %. Perform data‑quality checks and flag missing or inconsistent records, improving client data accuracy by ~12 %. Conduct short training sessions (30‑45 min) for client staff on navigating the dashboards and interpreting key metrics.

### Data Support Analyst (Contract) at TechSolutions Ltd.

01 Oct 2020 – 31 Dec 2021

Assisted senior data engineers in preparing data extracts for internal reporting; executed ad‑hoc SQL queries (mostly single‑table and simple JOINs) in PostgreSQL. Documented query logic and data‑source mappings, contributing to a shared knowledge base used by the wider analytics team. Created Excel‑based weekly sales summaries for the marketing department, automating calculations with macros that saved ~5 hours per week.

* Achievement: Delivered a consolidated “Weekly Sales Dashboard” on schedule for three consecutive months, receiving commendation from the VP of Operations.

### Operations Coordinator at LogisticsCo (Supply‑Chain Services)

01 Jul 2016 – 30 Sep 2020

Managed daily inventory control for a network of 15 warehouse locations; oversaw cycle‑count procedures and reconciled discrepancies using Excel and basic SQL queries in MySQL. Developed a monthly “Stock Accuracy” report that highlighted variance trends, leading to a 15 % reduction in inventory errors over 12 months. Coordinated with the procurement team to adjust reorder points based on usage patterns, contributing to a 7 % improvement in stock‑out rates. Trained new hires (5–7 per quarter) on inventory software and order entry processes.

### Sales Assistant at PharmacyPlus (Retail Pharmacy Chain)

01 Mar 2014 – 30 Jun 2016

Provided front‑counter service, processed transactions via POS, and performed basic inventory restocking for over‑the‑counter health products. Acted as liaison between pharmacy staff and customers, explaining product usage and handling confidential customer queries. Assisted in monthly inventory reconciliation; used simple spreadsheet formulas to track stock movement.

* Achievement: Recognised with “Customer Service Excellence” award (Q4 2015) for maintaining a 96 % satisfaction rating.

### Retail Associate at CityMart (Super‑Market)

01 Jun 2010 – 28 Feb 2014

Handled cash registers, processed refunds, and maintained clean, well‑stocked aisles. Participated in quarterly sales‑target meetings; contributed ideas that increased department sales by 8 % in FY 2013. Trained part‑time staff on POS operation and product placement standards.

## Education & Training

### Bachelor of Business Administration (BBA), Management & Marketing

National University of Singapore

01 Jan 2009 – 31 Dec 2013

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| **Skills**  Data & Reporting, Operations & Inventory, Customer Service & Communication, Analytical Thinking, Technology Proficiency, Soft Skills  **Languages**  English — Native speaker  Mandarin — Conversational  **Certifications**  Google Data Analytics Professional Certificate | 2025-10-01  Google  SQL for Data Analysis | 2025-12-01  Coursera (University of Colorado)  Tableau Desktop Specialist | 2024-05-01  Tableau  **Awards**  Customer Service Excellence Award | 2015-10-01  PharmacyPlus  Recognised with “Customer Service Excellence” award (Q4 2015) for maintaining a 96 % satisfaction rating.  Weekly Sales Dashboard Commendation | 2021-12-01  TechSolutions Ltd.  Delivered a consolidated “Weekly Sales Dashboard” on schedule for three consecutive months, receiving commendation from the VP of Operations. | **Projects**  **Inventory Accuracy Improvement**  01 Jan 2019 – 31 Dec 2020  Designed and implemented a monthly variance reporting process at LogisticsCo, cutting stock discrepancies by 15 % within one year.  **Sales Conversion Boost**  01 Jan 2015 – 30 Jun 2015  Suggested product bundling strategies at PharmacyPlus, resulting in an 8 % increase in conversion rate over a six‑month period.  **Customer Service Award**  01 Oct 2015 – 01 Oct 2015  Received “Customer Service Excellence” award at CityMart (Q4 2015) for consistently high satisfaction scores.  **Weekly Sales Dashboard Delivery**  01 Jan 2021 – 31 Dec 2021  Produced a timely, automated sales dashboard for TechSolutions Ltd., praised by senior leadership for reliability and clarity.  **Interests**  Personal Interests: Puzzle solving, Reading tech blogs on AI & data ethics, Basketball (recreational)  **References**  **Available upon request**  References available upon request. |