

Aaron Foong Kit Wah

Data Scientist | Data Engineer | Data Analyst | Gen AI

Connect

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Work Experience

Nando's Chickenland Malaysia

Senior Data & Solutions Specialist | March 2025 – Present

- Collaborated closely with stakeholders & external vendors to gather requirements, translate business needs into technical solutions, and ensure alignment with current architecture
- Built and maintained automation pipelines using Python and Task Scheduler, proactively resolving failures and data anomalies of critical operational data
- Collaborated with cross-functional teams to create department-specific dashboards, improved accessibility to key operational metrics, and **reduced adhoc requests by 30%**
- Improved sales forecasting model for Malaysia outlets, **reducing MAPE from 18% to 11%**, leading to more accurate production planning and operational efficiency
- Managed the migration of databases from Azure SQL to Microsoft Fabric, with a **projected cost savings of RM360,000 annually**, while improving query performance and scalability
- **Skills:** Power BI, Gen AI, Fabric, Azure, Machine Learning

Data Analyst | December 2023 – March 2025

- **Designed and developed 30+ interactive Power BI dashboards**, providing insights into operations, sales, and customer behaviour
- Automation
 - Designed and implemented automated workflows using Power Automate to process new file uploads in SharePoint, **reducing manual handling time by 70%**
 - Automated daily data processing tasks with Python scripts, ensured consistent, on-time data pipeline execution **with >95% success rate**
 - Designed and built data pipelines in Python to extract data from APIs and FTP servers into Microsoft SQL Server, **reducing manual data handling by 85%**
- Sales forecast
 - Developed sales forecast model for Singapore outlets, **reducing MAPE from 13% to 6% and saving RM41,000**
 - Built a Power Apps and Power Automate solution, enabling outlet managers to input and submit sales forecasts for approval
- Training
 - Delivered SQL training sessions to the Financial Planning & Analytics team, improving data extraction efficiency and reducing adhoc reporting tasks
 - Conducted company-wide Power BI training and hands-on workshops, leading to a **23% increase in dashboard adoption** over six months
- Gen AI, LLMs
 - Developed a **Gen AI recruitment chatbot** on Telegram, automated applicant data collection using Power Automate & achieving a **cost avoidance of RM103,000**
 - Built an **LLM-powered sentiment analysis model** to classify customer feedback, leveraging Gemini for high-accuracy text analysis & **saving 10+ hours/ week**
- Restructured and deduplicated databases on Azure, utilized Reserved Instance which resulted in **RM94,000 annual cost savings**
- **Skills:** Power BI, Gen AI, Machine Learning, Azure, Power Automate, Power Apps

Kasatria Technologies

Marketing Data Scientist | Sept 2022 – December 2023

- Pipelines
 - Deployed scalable data pipelines from BigQuery to Google Analytics, improving data freshness and **reducing load time by 40%**
 - Collaborated on the development of an ELT pipeline using Cloud Run, Cloud Functions, and Pub/Sub, **reducing data ingestion latency by 30%** and increasing data reliability
 - Automated reporting processes via Google Analytics API using Apps Script/JavaScript, **saving 3+ hours/week** in manual data extraction tasks
- Machine Learning
 - Built machine learning models (logistics Regression, Neural Network, NLP) to predict user preferences and segment audiences, average **12% uplift in user engagement**
 - Developed GCP billing forecast model to predict usage and improve cost estimates
- Analytics
 - Performed deep-dive analytics and data extraction using BigQuery SQL to support client campaign decision-making, **contributing to 15+ performance reports**.
 - Analyzed and optimized marketing campaigns, average **15% increase in conversion rates** with better audience segmentation based on Attribution Models
 - **Created 54+ interactive dashboards** in Looker Studio to monitor KPIs, conversion funnels, and user behaviour, empowering clients with real-time insights
- **Skills:** BigQuery, Looker Studio, Appscript, Google Analytics, Google Ads, Python, SQL

PricewaterhouseCoopers (PWC)

Information Technology Intern | Apr 2021 - Jul 2021

- Produced an interactive dashboard using Power BI, data processing using Excel
- Assisted in laptop configuration (onboarding) for new employees
- **Skills:** Microsoft Power BI, Process Management, Technical Support

Suhaili & Song Advocates & Solicitors

Data Entry Specialist | Jan 2018 - Mar 2018

- Validated & consolidated data using Excel, dashboard & insights using Excel charts
- **Skills:** Pivot Table, Power Query, Lookups, Charts

Technology Stack

Database

- Microsoft SQL
- BigQuery
- Microsoft Fabric

Cloud Computing

- Google Cloud Platform
- Microsoft Azure
- Microsoft Fabric

Platform Tools

- Google Analytics
- Google Ads
- Google Tag Manager
- Google Vertex AI
- Google Dialogflow
- Microsoft Power Apps
- Microsoft Power Automate
- Microsoft Fabric
- Microsoft GitHub

Language

- Python
- SQL
- JavaScript
- R

Data Visualization

- Microsoft Power BI
- Looker Studio
- SAS Studio
- SAS Enterprise Miner

Education

Bachelor's Degree in Computer Science with Specialism in Data Analytics

Asia Pacific University of Technology and Innovation / Staffordshire
First Class Honours

Foundation Programme in Computing Technology

Asia Pacific University of Technology and Innovation
First Class Honours