

BRYAN KIM M. BAUYON

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Open to Fully Remote / Work-From-Home Roles (Philippines & Global)

PROFESSIONAL SUMMARY

Chemical Engineer and Data Analyst with a strong foundation in multi-platform data synthesis for E-commerce and Digital Strategy. Combines rigorous engineering discipline with hands-on expertise in Python, SQL, Power BI, and Tableau to transform complex datasets into actionable business insights. Proven ability to identify trends and conversion bottlenecks through data-driven problem solving and continuous learning in collaborative, remote environments.

CORE TECHNICAL SKILLS

- **Programming & Analysis:** Python (NumPy, Pandas, Matplotlib, Scikit-learn), SQL (Joins, Aggregations)
- **Visualization & Reporting:** Power BI, Tableau, Excel (Relational Data Mapping, Pivot Tables, Advanced Formulas, Interactive Charts)
- **Machine Learning:** Supervised Learning (Regression, Classification), Feature Engineering, Hyperparameter Tuning, Model Evaluation (ROC-AUC, F1-score)
- **Statistics & Analytics:** Hypothesis Testing, Correlation Analysis, p-value Testing, E-commerce Analytics, Digital Strategy Reporting, Root Cause Analysis, Trend Analysis, Data Integrity Auditing.

PROFESSIONAL EXPERIENCE

Data Analyst Extern (E-commerce & Digital Strategy) | Extern

Remote (Partner Company: Breaking Games) | April 2026 – Present (Expected Completion: July 2026)

- **Full-Funnel Analysis:** Synthesizing data from Google Ads, Meta Ads, Shopify, and Google Analytics to map customer journeys and evaluate drivers of traffic, engagement, and revenue.
- **Strategic Reporting:** Utilizing Exploratory Data Analysis (EDA) to produce cross-platform reports that identify conversion bottlenecks and trend patterns, translating complex datasets into actionable growth strategies.
- **Technical Stack:** Leveraging Excel and AI-enhanced workflows for automated data cleaning, statistical analysis, and cross-channel visualization.
- **Anomaly Detection:** Identifying and resolving data discrepancies across disparate marketing and sales channels to maintain high data integrity and reporting accuracy.

Process Technical Engineer | Samsung Electro-Mechanics Philippines

Jan 2024 – Apr 2025 | Calamba, Laguna, Philippines

- **Statistical Analysis:** Conducted data-driven experiments using hypothesis testing and regression analysis on high-volume manufacturing datasets using Excel to optimize production, improving yield by 5% and reducing defects by 10%.
- **Data Synthesis & Reporting:** Streamlined the consolidation of multi-site production data into real-time Excel dashboards and KPI reports to ensure data integrity and process optimization.
- **Insight Generation:** Partnered with cross-functional teams to perform root cause analysis, recommending data-backed corrective actions that drove continuous process improvement.

DATA SCIENCE & ANALYTICS PROJECTS

Business Intelligence Dashboards – Real Estate & E-Commerce | [[GitHub Repository](#)]

- **Analytics & Visualization:** Developed interactive dashboards using Power BI/Tableau to track e-commerce sales performance and real estate pricing trends.

- **Business Impact:** Synthesized raw data into actionable KPIs, enabling stakeholders to identify market shifts and conversion bottlenecks at a glance.

Heart Disease Prediction (Healthcare) | [[GitHub Repository](#)]

- **Statistical Analysis:** Conducted Exploratory Data Analysis (EDA) on clinical and lifestyle datasets to identify and visualize significant health risk factors, achieving a strong model AUC of 0.80.
- **Model Optimization:** Developed a Tuned XGBoost model using Randomized Search to capture complex feature interactions like BMI/Blood Pressure and Cholesterol/Age.
- **Technical Rigor:** Applied advanced data preprocessing and feature scaling while utilizing cross-validation to ensure minimal overfitting and strong model generalization.
- **Predictive Insights:** Evaluated feature importance to determine the highest contributors to cardiac risk, translating technical metrics into reliable diagnostic support.

Data Quality Engineering – “Cleaning Data and the Skies” (DataCamp) | [[View on DataCamp](#)]

- **Data Wrangling:** Performed extensive cleaning and validation on EPA ozone pollution datasets using Python (Pandas & NumPy) to identify high-risk environmental regions.
- **Technical Rigor:** Executed advanced missing-value treatment, outlier detection, and data type standardization to transform a "dirty" multi-source dataset into an analysis-ready format.
- **Analytical Insight:** Developed visualizations to communicate the impact of data quality on pollution trend accuracy, ensuring the reliability of downstream statistical models.

EDUCATION & CERTIFICATIONS

University of the Philippines – Los Baños

Bachelor of Science in Chemical Engineering (Cum Laude) | 2017 – 2023

- **Academic Excellence:** Graduated with honors, demonstrating high proficiency in technical discipline and complex problem-solving.
- **Technical Foundation:** Strong background in advanced mathematics, thermodynamics, and statistical process control.

Xaltius Academy — Singapore (Remote)

Data Science and AI Professional Certificate | Apr 2025 – Oct 2025

- **Technical Focus:** Intensive project-based training in Python, SQL, Power BI, Tableau, and Machine Learning
- **Specialization:** Developed Generative AI workflows and completed hands-on analytics projects across Finance, Healthcare, and E-commerce.

McKinsey.org — Forward Program (Core Skills Level)

April 2026 – June 2026 (In Progress)

- **Selected Learner:** Engaging in a competitive journey focused on structured thinking, defining complex problems, and synthesizing insights into recommended solutions.
- **Professional Impact:** Developing high-impact communication strategies (audience tailoring) and building digital resilience in a collaborative leadership environment.

DataCamp

Python Data Associate Certificate | [ [View on DataCamp](#)] | Credential ID: PDA0017384554917

ADDITIONAL INFORMATION

Languages: English (Fluent), Filipino (Native) | **Technical Interests:** Generative AI, Automation Workflows, and Emerging AI Tools