

## Contact

[www.linkedin.com/in/karyi-chia](https://www.linkedin.com/in/karyi-chia)  
(LinkedIn)

## Top Skills

Python (Programming Language)  
Machine Learning  
SQL

# Karyi Chia

Final Year Student | Computer Science specialism in Data Analytics |  
Data Science | Machine Learning  
Selangor

## Summary

A data intern to enhance and explore technical and analytical skills gained at Asia Pacific University in the previous two years.

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## Experience

### Setel

#### Data Analyst Intern

July 2021 - November 2021 (5 months)

#### Data Analysis

- Carried out large-scale data analysis using SQL queries to extract valuable business insights by identifying actionable use cases and providing recommendations
- Proactively resolved several data issues using complex SQL queries
- Worked collaboratively across various cross-functional teams, e.g. prepared weekly and monthly Business Review for Data Manager to present to Marketing team
- Developed analytics frameworks and conducted studies to better understand customer growth, e.g. retention, engagement
- Supported new feature rollout to ensure that key business metrics are measurable and instrumented precisely and accurately

#### Data Science

- Developed predictive models paired with experimentation strategies around the customers to drive uplift
- Reduced customer segmentation classifier pipeline execution time by model optimizations (Kmeans model), resulting in ~8 times faster execution speed
- Designed A/B test experiment for Setel's hyperpersonalization initiative (full tank personalization)
- Built, optimized, and deployed XGBoost model to predict a customer's likelihood of filling up full tank (propensity model). Trained using ~300k data points and hyperparameter tuned, resulting in 86% accuracy

- Built and deployed models in GitLab with CI/CD for daily and monthly prediction
- Discussed and understood on feature store and Quasi Experiment

### Top Hoses Trading

#### Cashier

January 2019 - August 2019 (8 months)

Selangor, Malaysia

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## Education

Asia Pacific University of Technology and Innovation (APU / APIIT)

Bachelor's degree, Computer Science (Data Analytics) · (September 2019 - November 2022)