

Alicia Chong Tsui Ying

Aspiring Data Analyst | Analytical Storyteller

A solution-oriented and analytical problem-solver with expertise in data querying and modeling, quantitative analysis, data visualization and machine learning. Seeking a **Data Scientist/Data Analyst** position, and leverage data-driven insights to help organization make better data-driven decisions.



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Education

Bachelor of Information Systems (Honors) (Data Analytics)

Sunway University, Kuala Lumpur.

08/2020 – Present

Expected Graduation Date: Aug 2023

Current CGPA: 3.73/4.00 (As of Jan 2023)

Awarded Jeffery Cheah Entrance Scholarship

Relevant Course: Applied Statistics, Data Mining & Knowledge Discovery, Business Intelligence Systems, Database Management Systems, Digital Economy, Linear Algebra, Analytics Engineering

Unified Examination Certificate (UEC)

Tsun Jin High School, Kuala Lumpur.

01/2014 – 11/2019

Work Experience

Data Analyst Intern

airasia academy (Marketing & Branding Department)

12/2022 – 03/2023

- Built and maintained dashboards to track and visualize real-time data from multiple sources such as MySQL database, Google Analytics and Facebook Ads for company stakeholders to access timely and accurate data for making data-driven decisions.
- Performed data analysis on company's website with web scraping techniques using Python libraries to identify trends, patterns, and areas for improvement.
- Support the team with ad-hoc data-related tasks, such as cleaning, merging, and formatting tabular data using Python and Microsoft Excel.

Extracurricular Experience

Public Relations Director

Sunway Career Peer Advisor

Sunway Career Peer Advisor is a student ambassador of Sunway Career Services which assists students with career related affairs.

03/2022 – Present

- Lead a team of 6 subordinates.
- **Analyze social media data** using **Microsoft Excel** and **Python** to track growth of social media presence and create monthly social media benchmark report to be presented to organization members and advisors, leading to better decision-making surrounding content creation.
- Built and managed a website for the organization using Bootstrap and hosted it on **GitHub** Pages, leading to increased brand awareness.
- Increased organization's Instagram account followers by 43% (274) in 7 months by curating and creating engaging social media content.
- Exercised **presentation skills** by participating in bi-weekly department meetings and monthly organization summits.

Skills

- **Python** Programming
- **SQL, PL/SQL**
- Advanced **Excel** (Formulas, Pivots)
- **R** Programming
- Database Design and Management Systems
- **SAS** Programming
- Data Analysis
- Data Mining
- Data Visualization (Python, Power BI, QlikSense, Looker Studio)
- Machine Learning, Deep Learning (TensorFlow)
- Statistical Analysis and Computing
- Web Scraping
- Cloud infrastructure and architect
- Website design

Software

- SAS Enterprise Miner
- SAS Enterprise Guide
- SAS Studio
- Oracle 21C Express Edition
- Microsoft Excel
- Microsoft Power Bi
- Google Looker Studio
- Neo4J
- GitHub & GitHub Desktop
- Bootstrap Studio
- Adobe Photoshop
- Adobe Premier Pro
- Canva

Undergraduate Student Representative in School Board of Studies(SBOS), School of Engineering and Technology(SET) Sunway School of Engineering and Technology

06/2022 – Present

- Working closely with School Board of Studies to support undergraduate students' academic and research.
- Gather collective views and provided feedback on academic and research matters from all Undergraduate Programme Student Representatives within the school.

Public Relations Sub-Director

Sunway Analytics Society

Sunway Analytics Society is a student society with the aim to augment students' interest in analytics.

08/2021 – 07/2022

- Emceed for 5 talks and workshops hosted or co-hosted by Sunway Analytics Society.
- Managed external affairs and managed various social media platforms such as Facebook, Instagram, and LinkedIn as well as communication platforms such as e-mail and WhatsApp.
- Liaised with external speakers for talks and workshops.
- Created engaging captions for event promotions.
- Proposed marketing strategies to promote events.

Student Representative for Bachelor of Information Systems (Honors) Data Analytics

Sunway School of Engineering and Technology

08/2021 – 07/2022

- Acted as the representative of cohort and worked alongside Sunway University Student Council.
- Gathered collective views and provided feedback to the school.

Relevant Projects

Cyberbullying Text Classification Model with Python

- Scraped Twitter Data with **Twitter API** using Tweepy.
- Created a text classifier using supervised machine learning techniques to detect offensive comments which are perceived to result in cyberbullying.
- Built a model with **88.21% accuracy**, after experimenting with machine learning algorithms such as **logistic regression**, **Multinomial Naive Bayes** and **Support Vector Machine (SVM)**.

Statistical analysis on Property Rentals Data Set with SAS

- Performed **exploratory analysis** with statistical techniques such as **Linear Regression**, **Logistic Regression** and **ANOVA** to identify relationships, patterns, and trends from a property rentals data set.

Designed and Implemented a Relational Database System

- Designed a database system with ERD and RDM based on the business rules.
- Implemented a database system in **Oracle database** with necessary constraints and index.
- Performed **SQL queries** on data to ensure database system is well implemented.

Awards & Certificates

Cloud Infrastructure and Architect Complete Reskill Program Certificate – Air Asia Academy

Issued 09 2022

Shopee Code League 2022 Participant

Issued 04 2022

Alibaba Business School Global Digital Talent (GDT) - Digital Transformation Program Certificate

Issued 04 2022

Microsoft Certified: A1900 Azure AI Fundamentals

Issued 08 2021

Microsoft Certified: DP900 Azure Data Fundamentals

Issued 08 2021

The Data Scientist's Toolbox – Coursera Johns Hopkins University

Issued 01 2021

International English Language Testing System (IELTS)

Issued 11/2019

Band: 7.5

Languages

English

Full Professional Proficiency

Chinese

Native or Bilingual Proficiency

Malay

Professional Working Proficiency

Cantonese

Professional Working Proficiency

Interests

- Reading
- Photography and Photo Edit
- Content Creation
- Arts and Crafts
- Brewing Kombucha
- Playing Piano