

# Mohamad Aznor Bin Mohamed Yusof

Mobile: 9272 9464 ♦ Email: [aznor1990@gmail.com](mailto:aznor1990@gmail.com) ♦ Projects: <https://github.com/Aznoryusof>

## WORK EXPERIENCE

### AI Singapore

#### AI Apprenticeship Programme

*AI Associate Engineer*

Sept 2019 – present

- ❖ Deepened knowledge of supervised & unsupervised machine learning approaches, acquired technical skills in software development practices & tools, and experimented with newly released machine learning algorithms to solve real-world AI problems.

#### Selected project

Building & deploying a hybrid product recommendation model using regional sales data to maximise revenue for a multi-national corporation in the FMCG space.

- This would enhance the ability of sales representatives to immediately identify relevant products to sell to customers via an in-house customer relations management tool during sales calls.
- Key tools: AWS, Git, Python, PySpark, web-scraping tools, Natural Language Processing, and recommendation system algorithms (content filtering, collaborative filtering and deep learning methods).

### Ministry of Manpower

#### Workplace Policy & Strategy Division

*Senior Manager (Policy & Data Analyst)  
Manager*

Apr 2019 – Aug 2019  
Aug 2017 – Mar 2019

- ❖ Led data-driven policy reviews.

#### Selected project

Studied factors associated with the length of employments and the role of intermediaries in the matching process. Findings led to new regulations and programmes to support lasting employments.

- Identified key intervention areas using insights from qualitative interviews, and quantitative methods, including segmentation analysis & predictive modelling.
- Key tools: PowerBI and R to extract and clean data from relational databases.

- ❖ Developed data analytics capabilities of the division by:
  - transforming data to create datasets used for policy & programme reviews;
  - building data reporting pipelines to monitor KPIs; and
  - designing data competency framework to up-skill officers in data literacy.

#### Selected project

Part of the team to develop the award-winning Compliance and Enforcement Dashboard which provides a quick and comprehensive overview of the landscape of compliance with various legislations.

- This created a single version of truth to reflect trends in compliance & enforcement efforts, which allowed policy & enforcement officers to drill deeper to analyse specific issues & devise targeted interventions.
- Key tools: R & Tableau to pipeline data from data silos, & develop dashboards.

## **Blackbox Research Pte Ltd**

*Senior Research Analyst*  
*Research Analyst*

Mar 2016 – Mar 2017  
Feb 2015 – Feb 2016

- ❖ Delivered insights that helped companies and Government organisations better understand attitudes and perceptions of their customers and citizens through marketing and social research studies.
- ❖ Formulated research frameworks & methodologies, supervised operations, moderated focus group discussions, analysed data & presented findings to clients & management.

## **EDUCATION**

Singapore Management University 2011 - 2015  
Bachelor of Social Sciences  
Political Science (Major) & Economics (2<sup>nd</sup> Major)

## **CERTIFICATIONS**

Online Courses (*selected*) 2019 - 2020

- ❖ Datacamp: Certified Data Scientist in both R and Python
- ❖ Coursera: Mathematics for Machine Learning
- ❖ Udacity: Nanodegree in Natural Language Processing

Singapore Management University 2019

- ❖ Certified Analytical Professional (Advanced level)

Market Research Society 2017

- ❖ Advanced Certificate in Market & Social Research Practice

## **SKILLS**

Computer skills

- ❖ R, Python, SQL, Git, Tableau, Sisense, PowerBI, Qualtrics, Excel (VBA & macros)

Marketing Analytics

- ❖ Market Segmentation (Clustering), Perceptual Mapping (Factor Analysis), Structural Equation Modelling, Consumer Choice Models (Logistic and Multinomial Regression), and Price Analytics & Optimisation

Machine Learning Algorithms and Frameworks

- ❖ Classification & Regression: Nearest-Neighbours, Naïve Bayes, Multivariate Linear Regression, Tree-based modelling, and Neural Networks
- ❖ Natural Language Processing: Word2Vec, Recurrent Neural Network, and LSTM

Language Proficiencies

- ❖ English and Malay

## **COMMUNITY SERVICE**

2011 - 2014

Food Distribution volunteer (Red Cross); Project Homeworks volunteer (Habitat for Humanity); Camp Facilitator (CARE March Camp).