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SUMMARY

Enthusiastic and highly motivated fresh graduate with a degree in Big Data, passionate about diving deep into data to uncover insights that drive business growth and profitability. Eager to learn and able to handle pressure, aspiring to become a data scientist who effectively utilizes data to drive business growth and profitability.



EXPERIENCE

Data Analyst Intern

TRS Information Technology Co Ltd Jan 2019 - Present

- Filtered and cleaned data, reducing data errors to ensure reliable and accurate analysis.
- Analyzed data to identify trends, patterns, and relationships, improving data integration efficiency and informing strategic decisionmaking.
- Created visualizations and reports using BI tools, transforming complex data into easy-to-understand formats, increasing management engagement and understanding of data insights.



PROJECTS

Social Ads Data Analysis Data Analyst

- Analyzed social ads campaign data to identify the impact of ad spend on different platforms (Google, Facebook, Instagram) on sales.
- Conducted correlation analysis and developed a linear regression model, explaining 89.7% of the variance in sales.
- Discovered that Google and Facebook ad spend positively influenced sales, while Instagram spend showed no significant impact.
- Created detailed visualizations

Sentiment Analysis of Hotel Reviews Data Analyst

- Developed a sentiment analysis model to analyze hotel reviews using the VADER sentiment analysis tool from the NLTK library.
- Processed a large dataset to classify reviews into positive, neutral, and negative sentiments.
- Created visualizations, including sentiment distribution plots and word clouds, to identify patterns and trends in customer feedback.

HR Attrition Analysis Data Analyst

- Analyzed HR attrition data to identify key factors contributing to employee turnover using correlation analysis and visualizations.
- Developed a K-Nearest Neighbors (KNN) model to predict employee attrition, achieving 91.97% accuracy.
- Provided actionable insights for improving retention strategies based on model findings and data patterns.



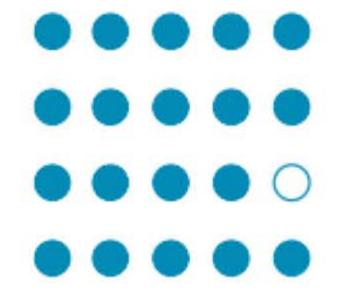
SKILLS

Python

SQL

Power BI

Data Analysis



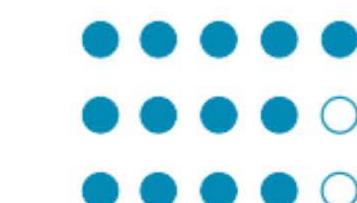


LANGUAGES

Chinese

English

Malay





EDUCATION

Bachelor of Management Xi'an Jiaotong University

Sep 2020 - Jun 2024

Major: Big Data Management and

Application

Main Subjects: Python, Data Analysis, Statistics, Machine Learning, E-

commerce

GPA: 2.92



AWARDS

Silver in Kangaroo Math Malaysia 2019

Top 5% Nationwide



CERTIFICATION

Data Science 360 Program LEAD

2024-08-04



REFERRAL

Dr. Lau Cher Han

Chief data scientist, and currently the CEO of LEAD.