



Beng He Koo

FRESH GRADUATE | DATA ANALYST

koobenghe@gmail.com +60-1135623297 Padang Serai, Kedah, Malaysia koobenghe.github.io



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 decision-making.
- 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.