

BRIAN ONG

Phone: 0421 872 012 | [Gmail](#) | [Linkedin](#) | [Github](#) | [Portfolio](#)

SUMMARY

As a Data Analyst, I thrive on uncovering patterns hidden within vast datasets to drive strategic business decisions. My journey through Computer Science has been a continuous exploration of transforming raw data into actionable insights, solving complex problems with a blend of analytical thinking and technical expertise. Proficient in Python, R, SQL, and AI/ML, I don't just analyze data, I turn it into a powerful tool for innovation. Beyond coding and algorithms, I bring data to life through compelling visual stories using Power BI and Tableau, enabling stakeholders to make informed decisions with clarity and confidence. My hands-on projects have demonstrated how data, when harnessed effectively, can significantly enhance business performance. Now, I'm eager to apply my skills in real-world settings, collaborate with industry leaders, and push the boundaries of data-driven impact.

EDUCATION

University Of Wollongong

Bachelor of Computer Science (AI and Big Data)

June, 2023 - June, 2025

- Achievement: UOW Excellent scholarship 30%

Diploma of Information Technology

October, 2022 - June, 2023

- Achievement: UOW College scholarship 50%

WORK EXPERIENCE

Oscorp Energy

Sydney, Australia

Data Science and AI Intern

December 2024 - present

- Researched lithium battery recycling to understand the project's mission, particularly how Computer Vision contributes to emerging green energy solutions.
- Extracted, analyzed, and preprocessed large vector and image datasets in multiple formats (Manifest, YOLO, VOC, etc.) using AWS Lambda and SageMaker Studio from AWS S3.
- Generated insightful visualizations and developed Explainable AI (XAI) methods and workflows to enhance the understanding of black-box models for non-technical stakeholders and the robotics team.
- Designed, deployed, and optimized object detection and ML models on multiple platforms, including AWS Custom Labels, AI Lightning Studio. Collaborated with the robotics team to integrate trained weight files into sensors and enhance hardware system integration.
- Applied techniques such as fine-tuning and semantic segmentation, achieving over **87% F1-score** with YOLO, R-CNN, and Faster R-CNN frameworks using multiple backbone models.

PTE Master

Sydney, Australia

Data Analyst Intern

November 2023 - February 2024

- Collaborated with cross-functional teams and stakeholders, gathering use case documents to address project challenges and translating them into actionable data-driven tasks.
- Understood data pipeline structures and retrieved necessary datasets from AWS S3 for efficient EDA, extraction, transformation, and manipulation using AWS Athena (SQL) and AWS Glue (Python).
- Conducted A/B testing to evaluate ideas and analyze customer behavior, leading to key UX improvements. After optimizing the purchase button placement and introducing a guided multiple-choice selection before accessing PTE study options, new learner purchases increased by **over 30%**.
- Developed predictive analytics models to forecast customer purchase trends and generated insights that helped adjust team targets, reducing training costs by 20% during off-peak periods. Additionally, designed and built Power BI dashboards that provided stakeholders with real-time insights into business performance.

PERSONAL PROJECT

House Pricing Analysis and Prediction (Python)

- Conducted in-depth Exploratory Data Analysis (EDA) on the NSW house price dataset from Kaggle using Python. Analyzed trends and key factors influencing house prices across suburbs in New South Wales.
- Applied feature engineering and implemented 5 machine learning models to predict future sales, including ARIMA, LSTM. Achieved a score of 86.98% and variance score at 83.77%.

PwC Call Center & Customer Churn Analysis (Power BI)

- Developed an interactive Power BI dashboard to analyze call center operations and customer interactions. Identified key areas for service improvement through detailed visualizations and data insights.
- Provided actionable recommendations that streamlined customer satisfaction and enhanced employee efficiency based on the analysis.

Queensland Incidents Analysis (Tableau)

- Analyzed factors contributing to road incidents across Queensland to identify critical areas for safety improvements. Assessed year-over-year trends by suburb and visualized the data using multi-type charts in Tableau.
- Delivered insights into road conditions and accident trends, informing policy and infrastructure changes for a safer future.

Global Electronic Retailer Customer Analytics (MySQL - Power BI)

- Conducted a cohort analysis to assess customer retention and comeback rates. Provided a detailed product analysis, customer segmentation analysis based on demographic and shopping habits, to guide stakeholders in product development decisions.
- Developed Power BI dashboards to track revenue, profit, customer retention and sales trends over time.

SKILL

- Programming language: R, SQL, Java, Python (Pandas, Pytorch, Numpy, Scikit learn, Keras, etc.).
- Data Visualization tools: Tableau, Power BI, Excel.
- Cloud and Data Analytic Platform: AWS, Azure Microsoft, Snowflake, Microsoft Fabric, Alteryx.
- Statistical and Testing method in Statistic: A/B test, Hypothesis test.
- Operating system, Frameworks and Big Data tool set: Git, Github, MacOS, Linux, Windows and Microsoft Office, Hadoop, Apache Spark.
- Transferable Skills: Teamwork, Interpersonal skills, Leadership, Time Management, Problem-solving, Analytical thinking, Presentation, Attention to detail.

CERTIFICATES

- Advanced Data Analytics (Google, Coursera September, 2024).
- Data Science & Actuarial Job Simulation (Standard Bank, Forage September, 2024).
- Power BI Job Simulation (PwC, Forage August, 2024).

REFEREES

- Available upon request.