

HUI XIA OOI

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EDUCATION

Monash University Malaysia

Feb 2024 – Present

Bachelor of Computer Science in Data Science

Some units taken: Data Visualization, Modeling for Data Analysis, Programming for Business Applications, Database, Mobile App Development, Algorithm & Data Structure

EXPERIENCE

Monash University Malaysia

Mar - June 2025

Class Assistant – FIT1043: Introduction to Data Science

- Assisted students during lab sessions with Python programming using Jupyter Notebook, data wrangling, data visualization, and basic machine learning tasks.
- Handled students' enquiries on the course in class and on e-learning platform.

PROJECTS

British Airways Review Analysis

Tableau, Data Visualization

- Identified key drivers of passenger satisfaction, enabling targeted service improvements by analyzing 1,000+ British Airways customer reviews using Tableau.
- Built an interactive dashboard that increased stakeholder understanding of review trends, through charts, filters, and sentiment-based visualizations.

Lana Del Rey Music Analytics

Tableau, Data Visualization

- Analyzed Spotify data for Lana Del Rey to uncover musical patterns and listener trends across albums.
- Built an interactive Tableau dashboard that visualizes her artistic evolution through musical features, lyrical themes, and streaming performance.
- Identified key emotional tones, common musical keys, and track characteristics influencing audience engagement, helping explain how her sound connects with listeners.

NutriTrack – AI Nutrition Tracker App

Kotlin, Android Studio

- Enabled real-time AI feedback on nutrition intake, improving user dietary awareness by integrating a custom-built API with Android features for input and tracking.
- Designed an intuitive mobile interface that improved user engagement, using Android Studio's material design components.

Business Analytics Case Study

R, RStudio

- Analyzed a struggling company's market and operational challenges using a real-world dataset in R, applying data wrangling, exploratory analysis, and visualization techniques.
- Developed an interactive RShiny dashboard to present insights and data-driven recommendations, improving decision-making strategies.

EY Open Science AI & Data Challenge Program

Python, Tableau, Pandas

- Developed a machine learning model to predict urban heat island hotspots using Python, scikit-learn, and geospatial data analysis.
- Created visualizations to present findings, supporting data-driven recommendations for sustainable urban planning.

SKILLS

Languages: SQL, R, HTML, Python, Java,

Technologies: Pandas, PowerBI, Tableau, Vegalite, Google Cloud Platform, PyTorch, Jupyter Notebook

Development Tools: Git, Linux, Bash, MongoDB, Android Studio, RStudio

EXTRACURRICULAR ACTIVITIES:

- Female in Tech Malaysia** – Joined mentorship programs and networking events to grow industry connections and gain insights from industry leaders.
- Monash Analytics Club** – Participated in data competitions and workshops, enhancing skills in analytics, visualization, and teamwork.
- Monash Tennis Club** – Engaged in competitive and social matches to build discipline, strategy, and collaboration.
- Google Developer Group Kuala Lumpur** – Attended tech meetups and workshops on AI, cloud, and mobile development, applying knowledge in personal projects.