

# Joel Sng Zhen Wei

## Business and Information Systems Final Year Student

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### Education

#### Singapore Management University (GPA: 3.79/4.00)

Aug 2021 – Present

Double Degree: Bachelor of Business Management (Operations Major) & Bachelor of Information Systems (Analytics Major)

**Key Courses Taken:** Machine Learning & Applications | Supply Chain Analytics | Data Management | Global Supply Chains

**Achievements:** Magna Cum Laude | SMU Yu Xin Community Leadership Award | Dean's List for all applicable years.

**Co-Curricular Activities:** Community Service (SICS and StarringSMU) | SMU Climb Team | SMU Muay Thai.

### Professional Experience

#### Data Science Intern, Zurich Insurance

Jan 2025 – Present

- Supported the APAC Data Science team in developing data-driven solutions to address business challenges.
- Improved search engine performance using Large Language Models (LLMs) and API integrations to enhance content visibility.
- Analyzed data and refined SEO strategies to optimize digital assets.
- Automated SEO tasks in English and traditional Chinese using Python and Selenium.
- Implemented automated report generation workflows in Azure using Databricks and Logic Functions.
- Tools: Python, Azure, Selenium, Databricks, LLMs.

#### Data Analyst Intern, Housing and Development Board

Jan 2024 – Aug 2024

- Developed and deployed a Random Forest model to detect anomalies in transaction data, identifying suspicious activities.
- Reduced data processing time from 4 minutes to 30 seconds by implementing RPA workflows with UiPath and OCR.
- Applied NLP techniques for topic modeling and clustering unstructured customer correspondence data.
- Designed automated data pipelines using SAS to improve operational efficiency.
- Created dashboards in SAS and Tableau to visualize transaction data for rental and transfer activities.
- Tools: SAS, UiPath, Power BI, SQL, R, Tableau, Python.

#### Digital Transformation Consulting Intern, PwC Singapore

May 2023 – Aug 2023

- Contributed to digital transformation initiatives for a leading real estate investor, developer, and manager in Asia.
- Conducted data analysis on business partner information to provide actionable insights for the Digital Transformation team.
- Tools: Excel, PowerPoint, SQL.

### Projects

#### Options Pricing using Machine Learning

Aug 2024 – Dec 2024

- Conducted comprehensive comparative analysis of machine learning models and mathematical methods for options pricing.
- Designed and implemented SVR, artificial neural networks, and LSTM models, benchmarking performance against the Black-Scholes model.
- Developed a hybrid classification-regression ANN model to enhance the accuracy of options price predictions.
- Achieved superior performance in RMSE and R-Squared metrics compared to traditional and simpler ML models.
- Tools: Python, Scikit-learn

#### Project Management for Software Development

Aug 2024 – Dec 2024

- Led a 4-month software development project as both Scrum Master and developer, fostering cross-functional collaboration.
- Delivered an HRMS scheduling web application for managing employee work arrangements efficiently.
- Managed development by overseeing 2-week sprints, facilitating daily standups, and maintained project visibility using Jira, GitHub, and Confluence.
- Tools: Flask, PythonAnywhere, NextJs, Vercel, AWS Relational Database

### Leadership and Community Service

#### President - Special Interest and Community Service Sodality

Jan 2023 – Dec 2023

- Leader of the largest body of community service organisations in SMU, overseeing 22 student clubs.
- Held a seat on the highest level of student leadership in SMU, the SMU Student Association Council.
- Provided advisory and oversight leadership for SMU's flagship fundraising event, SMOO Challenge, which raised \$617,000.
- Oversaw 7 school-wide student life events including a freshman camp, community service projects, and welfare drives.
- Awarded SMU Yu Xin Community Leadership Award for exceptional leadership and community involvement efforts.
- Invited to speak on a CNA radio talk show, CNA938 Our Town, to share on youth volunteerism in Singapore.

#### President - StarringSMU'22

Jan 2022 – Dec 2022

- Leader of largest freshman community service project in SMU history.
- Project of 95 volunteers which helped over 250 persons with disabilities.
- Expanded project scope by developing partnerships with Heartware Network and Youth Council Singapore.
- Invited to the Istana to receive an award of appreciation from President Halimah Yacob at the President's Challenge Appreciation Night.

### Skills

**Coding Languages:** Python, R, SQL, JavaScript, HTML.

**Frameworks/Libraries:** Scikit, Selenium, NextJS, ReactJS   **Software Tools:** Azure, Power BI, UiPath, Tableau.

**Certifications:** Data Analytics (IBM), Excel (IBM), Python (University of Michigan), SQL (University of Michigan).