

# JUSTIN CHEONG

Email: justincheongzekang@u.nus.edu    Mobile: +65 9730 2209    LinkedIn: justin-cheong-zk

## EDUCATION

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**National University of Singapore** **Sep 2021 - May 2025**  
**Bachelor of Science (Hons) in Data Science and Economics, Minor Entrepreneurship**

- Relevant courses: Data Science in Fintech, Regression Analysis, AI (Neural Networks), Data Structures and Algorithms, Linear Algebra, Statistics, Convex Optimization, Entrepreneurial Strategy, Econometrics

## SKILLS QUALIFICATIONS AND OTHERS

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- Coding Languages: Python, R-programming, SQL, Java, Matlab, Stata, HTML, CSS, Javascript, Solidity
  - Tools: Git, Google Cloud Platform (Looker Studio, Big Query, Cloud Functions, Scheduler, Compute Engine), MongoDB, Tableau, Jira, Confluence, Microsoft (Excel, Power BI), Monday.com, Appsflyer, Amplitude, Airbyte, Ollama, HuggingFace
  - Technical Skills: Financial Modelling, Prompt Engineering
  - Soft Skills: Storytelling, Critical Thinking, Teamwork, Leadership, Communication

## WORK EXPERIENCE

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**Affyn, Data Analyst Intern** **Apr 2024 - Aug 2024**

- Built ETL pipelines using Google Cloud Platform and Airbyte, maintaining integrity of company's Single Source of Truth for 4 projects valued at >\$20M.
- Detected and prevented misuse of \$125k by implementing clustering and monitoring techniques to identify fraud committed by 3 users of campaign participants.
- Produced comprehensive dashboards and reports in Google Looker Studio for a project valued at \$2M, enabling stakeholders to make data-driven decisions.
- Initiated event instrumentation planning and proper documentation of projects, maintaining 4 confluence pages leveraged by >25 persons.
- Developed chatbot using Ollama as part of company's R&D efforts and integrated AI into existing workflows using Amazon Q and Google Vision AI, improving model accuracy by 10%.

**DSBJ, Market Analyst Intern** **May 2023 - Jul 2023**

- Led PCB market research, analysis and presentation utilising Copilot, leveraging company contacts and scrutinising analyst reports, producing 3 company-wide circulars to improve decision making during a critical period, impressing the CMO and receiving full-time job offer.
- Conducted EV research in a rapidly changing EV landscape and a hosted company-wide sharing on business segment to raise product understanding of 30+ employees.

**Prudential, Data Analyst** **Jul 2022 - Jul 2023**

- Developed book keeping system through web-scraping methods with Selenium and BeautifulSoup in Python, resulting in a saving of 5 man-hours per week.
- Spearheaded targeted marketing campaigns with Meta Ads, increasing brand awareness and viewer engagement by 14% during campaign period.

**Flexi-roll Door Systems, Sales and Operations Executive** **Apr 2021 - Sep 2021**

- Created a data-driven inventory and supply chain management on excel, leveraging functions such as pivot tables and VLOOKUP, enhancing productivity by 20 man-hours per month.

## ACADEMIC PROJECTS

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**Stock Price Prediction Artificial Intelligence Coursework** **Aug 2022 - Dec 2022**

- Attained an 'A' grade in predicting stock market data using python machine learning techniques such as RNN and XGBoost from Scikit Learn and TensorFlow. Used Pandas, matplotlib for data wrangling and visualization.

**Temasek Stock Pitch Competition** **Aug 2021 - Dec 2021**

- Led a team of 4 foreign and local students in financial modelling and conducting analysis on Coinbase stock, deploying DCF and other valuation methods.

**HDB Resale Price Prediction Coursework** **Aug 2021 - Dec 2021**

- Attained an 'A' grade to gain insights on resale housing market in Singapore. Leveraged R-programming to build predictive models and used techniques such as PCA, regression and clustering.