

JUSTIN CHEONG (SINGAPOREAN)

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SUMMARY

Data-driven analyst with expertise in predictive modeling, cloud-based analytics, and business intelligence. Competent at translating large datasets into strategic insights using machine learning, statistical analysis, and automation. Passionate about optimizing data pipelines, detecting anomalies, and enabling data-informed decision-making across fintech, marketing, and blockchain domains.

WORK EXPERIENCE

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 database 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 and documentation, 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

- Spearheaded 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.
- Hosted company-wide sharing on EV business segment to raise product understanding of 30+ employees.

Prudential, Data Analyst

Jul 2022 - Jul 2023

- Developed system of accounts with web scraping (Selenium and BS4) in Python, saving 5 man-hours/week.
- Led marketing campaigns with Meta Ads, increasing viewer engagement by 14% during campaign period.

EDUCATION

National University of Singapore

Sep 2021 - Jun 2025

Bachelor of Science (Hons) in Data Science and Economics with Minor in Entrepreneurship

- Relevant courses:** AI · Data Science in Fintech · Data Structures and Algorithms · Regression Analysis · Linear Algebra · Statistics · Mathematics · Convex Optimization · Data Modeling · Data Analytics · Entrepreneurial Strategy · Building Apps · Econometrics · Quantitative Macroeconomics in Finance · Digital Economies · Digital Currencies

SKILLS QUALIFICATIONS AND OTHERS

- Coding Languages:** Python(Numpy, Pandas, Scipy, Matplotlib, Tensorflow, etc..), R-programming, SQL, Java, Stata, Matlab, HTML, CSS, Javascript, Solidity
- Tools:** Git, Google Cloud Platform (Looker Studio, Big Query, Cloud Functions, Scheduler, Compute Engine, Google Analytics), AWS (S3, Lambda, Q), MongoDB, Tableau, Jira, Confluence, Microsoft Excel, Monday.com, Appsflyer, Amplitude, Airbyte, Ollama
- Technical Skills:** Financial Modelling, Business Analytics, Statistical Modelling, Prompt Engineering
- Soft Skills:** Data Storytelling, Critical Thinking, Teamwork, Attention to Detail, Leadership, Communication

ACADEMIC PROJECTS

Data Science and Digital Economies Research Project

Jan 2025 - May 2025

- Leveraged R-programming to research extensions to cutting-edge econometric models in predictions domain.

Digital Currencies Coursework

Jan 2025 - May 2025

- Developed Crypto medium-frequency trading strategy, integrating sentiment and technical indicators with an event-driven back testing framework for forecasting, reporting with Sharpe Ratios and other metrics.

Stock Price Prediction in Financial Markets Coursework

Aug 2024 - Dec 2024

- Analysing historical stock data to predict future prices. Developed predictive models using Python, using statistical methods, ML such as LSTM and XGBoost and Econometric models like SARIMAX.