

JUSTIN CHEONG

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

EDUCATION

National University of Singapore **Sep 2021 - May 2025**

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

- Relevant modules: Economics, Data Science, Artificial Intelligence (Neural Networks), Data Structures, Regression Analysis, Linear Algebra, Statistics, Entrepreneurial Strategy

ACADEMIC COURSES

- Yale University, Financial Markets: Financial Instruments, Regulations, Real Estate finance

SKILLS QUALIFICATIONS AND OTHERS

- Technical: Python, R-programming, SQL, Java, Matlab, Adobe Photoshop and Illustrator, Microsoft 365 (Excel, Power Apps), Google Analytics, Economics, Financial Modelling, Data Science, Artificial Intelligence
- Soft Skills: Storytelling, Critical Thinking, Teamwork, Leadership, Communication

ACADEMIC PROJECTS

Stock Market Price Prediction Artificial Intelligence Course **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.

Temasek Stock Pitch Competition

Aug 2021 - Dec 2021

- Led a team of foreign and local students in financial modelling and conducting analysis on stock deploying DCF and other valuation methods.
- Conducted research on risks of company and ESG considerations to elucidate a fair valuation of company.

HDB Resale Prices Analysis

Aug 2021 - Dec 2021

- Attained an 'A' grade in analysing HDB resale prices using R-programming to perform regression, clustering and PCA methods and produced a comprehensive report.

EXTRA CURRICULAR ACTIVITIES

Project Director and Advisor, NUS Sports Club, Inter-Faculty Games **Dec 2021 - Present**

- Generated multi-pronged publicity campaign to revitalize club activities and gained 30% increase in social media following despite post-covid slump
- Ensured strong communications with internal and external agencies such as Ribena to ensure fulfilment of contract.

WORK EXPERIENCE

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

- Took over PCB business related market research and analysis, producing 3 reports to improve sales and decision making while full-time counterpart was on holiday.
- Educated colleagues in use of FineBI (Tool like Tableau/PowerBI) enabling departments to gain business insights.

Prudential, Secretary

Jul 2022 - Jul 2023

- Initiated and developed method of book keeping for clients using Python, saving 5 man-hours per week.
- Identified business opportunities and cooperated with stakeholders to kickstart two strategic partnerships.

Flexi-Roll Door Systems, Sales and Operations Specialist

Nov 2018 - Apr 2019

- Created and Deployed a data-driven inventory and supply chain management system, streamlining processes and improving productivity.
- Developed website and implemented google analytics, with a 20% increase in customer conversion.
- Executed business expansion strategy and formed new partnerships with major UK exporter.