

# Ye Min Oo

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## EDUCATION

University Technology of Sydney, Bachelor of Science in Information Technology

Major in Data Analytics & Business Information System Management

Cumulative GPA: 6.0/7.0; WAM: 80.92

Relevant Coursework: Data Analysis; Software Engineering; Business System Modelling; Algorithms; Artificial Intelligence

## WORK EXPERIENCE

### Entrepreneur

**Astro Brewhouse** (over 25+ employee Restaurant and Cafe) Nay Pyi Taw, Myanmar, Started January 2022 - Current

- Oversaw all aspects of operations, including staff management, scheduling, and financial transactions.
- Implemented data-driven marketing strategies to enhance brand visibility and customer engagement.
- Utilized data analysis for strategic decision-making, optimizing operational efficiency and customer satisfaction.
- Managed procurement processes and inventory levels through data-driven forecasting.

## UNIVERSITY PROJECTS

**SAS Predictive Modelling** Oct 2023, Achieved High Distinction for this project

- Analysed BANK\_DIRECT\_MARKETING dataset from a Portuguese bank to predict term deposit sign-ups with 75-80% certainty.
- Identified skewed distributions and incorporated external factors for enriched insights.
- Evaluated multiple classification models including neural networks, logistic regression, decision trees, and support vector machines.
- Implemented systematic data mining approach resulting in improved predictive capabilities for banking institution's marketing campaigns.

**AI Analytics Capstone Project** Apr 2023, Achieved High Distinction for this project

- Conducted multi-objective optimization analysis using pre-processed datasets from the Pymoo Library.
- Demonstrated how optimization solves data mining problems for large businesses, including resource allocation, supply chain optimization, pricing optimization, marketing optimization, and operations optimization.
- Utilized optimization techniques for feature selection, model selection, parameter tuning, clustering, and anomaly detection to improve accuracy, efficiency, and effectiveness of data mining techniques.

## CERTIFICATIONS

- **SAS Machine Learning**

## ADDITIONAL

**Technical Skills:** Advanced in SQL, Microsoft Office (Excel, PowerPoint, Word); Proficient in MATLAB, Python, HTML/CSS, Tableau, Java, SAS

**Languages:** Fluent in Burmese, English