

CHIA YONG XIANG

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EDUCATION

Asia Pacific University (APU)

Expected June 2025

Bachelor of Science (Hons) in Computer Science with a specialism in Data Analytics

- CGPA: 3.58
 - Core Courses: Data Structure, Data Management, Programming for Data Analysis, Database Security, Object Orientated Development with Java, Programming with Python, Business Intelligence System
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EXPERIENCE

TPLINK Distribution Malaysia Sdn. Bhd. | Marketing Business Intern

March 2024 – August 2024

- Assist the marketing team in market research, competitive analysis, social media management and online advertising.
 - Create and maintain data reports, summarizing the performance of online sales and marketing activities, and providing key insights to management.
 - Aid in maintaining and updating the online flagship store, including product listing, price updates, inventory management, and order processing.
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PROJECTS

Spam Email Classification | Jupyter Notebook

December 2024

- To build an effective Supervised Text Classification model using Jupyter Notebook to detect spam emails.
- Applied advanced tokenization, lemmatization, and text normalization techniques to extract meaningful linguistic patterns from spam emails

E-Book Database System | MSSQL

May 2023

- Developed relational database for E-bookstore using MSSQL Server.
- Implemented business rules, normalization, DDL, and DML operations.
- Designed ERD and established entity relationships.

HouseRent Dataset Analysis and Visualization | R Programming

October 2023

- Performed rental behavior analysis using R Programming.
 - Generated insights on how family, locality, and lifestyle affect rental choices.
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ACTIVITIES

SAS Curiosity Cup 2023

- Collaborated in global team competition to apply real-world analytics skills.

EY Open Science Data Challenge Program

- Developed ML/AI models using satellite data to assess storm damage (Phase 1).
 - Created practical plans for applying models in real-world recovery scenarios (Phase 2).
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TECHNICAL SKILLS

- Languages: Python, C, C++, Java, SQL, R, SAS
- Tools: Google Collab, Power BI, Kaggle, Microsoft Excel, Word, PowerPoint, Photoshop