Whitney Lim Wan Yee

Final Year Data Analytics Student from Asia Pacific University (APU)

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EDUCTATION

Asia Pacific University

Bachelor of Computer Science specializing in Data Analytics   06/2022 – 06/2025

- **Latest GPA:** 3.73
- **Coursework:** Text Analytics and Sentiment Analysis, Optimization and Deep Learning, Behavioral Science and Marketing Analysis, Data Mining and Predictive Modeling, Business Intelligence Systems, Data Management, Programming for Data Analysis with R, Database Security

TECHNICAL SKILLS

- **Functional:** Data Processing Pipeline, Business Analysis, Data Analysis, Database Management, Machine Learning, Real Time System Integration, Computer Vision
- **Language and Tools:** Python, AWS Glue, Azure Data Factory, Power BI, SQL, R, MongoDB (CRUD operation), Gradio, HTML, CSS, Hugging Face, LabelMe, Rust Programming, RabbitMQ, Power Automate, Microsoft Excel

PROFESSIONAL EXPERIENCE

Double Dot Solutions Sdn Bhd   Petaling Jaya

Business Operation Analysis Intern   03/2024 – 07/2024

- Streamlined the data extraction and loading process from **MongoDB** using **AWS Glue** and **Azure Data Factory**.
- Analyzed Tobacco Company web application user interface runtime time and improved performance by 20% by **Power BI**.
- Developed interactive dashboard for tobacco company and Malaysia fashion online clothing store to boost sales and identify customer behavior by **Power BI**.
- Utilized **Python** for data preprocessing, including merging and concatenating multiple datasets from various sources to ensure consistency and completeness.

ACHIEVEMENT

HWUM Datathon 2025 | Champion   02/2025 – 03/2025

- **Preliminary Round | Predictive Risk Assessment Model for an Automobile Insurance Company Using a Multi-Layer ANN Neural Network**
  Trained a Multi-Layer ANN Neural Network on car model data to classify the target variable, "Symbolling" by achieving 67% accuracy across six classification labels.
- **Final Round | Electronics Retails Business Reformation Analysis**
  Identified business challenges faced by ElectroMax using Python and Power BI to visualize sales and customer segmentation data. Employed SARIMA, Simple Average Model, KNN, and ROI Prediction to analyze and evaluate the proposed new business model.

UMDAC Datathon 2024 | Top 10 Finalist   **12/2024**

- **Cryptocurrency Time-Series Prediction Analysis by ARIMA and LSTM Models**
  Predicted non-linear cryptocurrency data using ARIMA and LSTM models to forecast cryptocurrency closing price movements, incorporating indicators such as RCI, SMA, and Bollinger Bands. Achieved a Mean Absolute Error (MAE) of 0.046% and a Sharpe ratio of 0.05% for the prediction model.

UMDAC Data Science Digital Race 2024 | Top 28 Finalist   **09/2024**

- Competed in a three-day data science challenge organized by the University Malaya Data Analytics Club (UMDAC), featuring over 200 participants. Applied statistical techniques, SQL, Excel, and machine learning models to solve real-world analytical problems efficiently.

RELATED PROJECT

Optimizing Rice Planting Schedules with Broad-Leaved Weed Detection Using Machine Learning.

Final Year Project   **09/2024 – 04/2025**

A final year project by developing a weed image-dropping system using Gradio and various machine learning techniques such as CNN, SDD object detection and Unet instance segmentation to classify weed and non-weed images. This project aims to assist the agricultural sector in maintaining rice production at a low cost and has the potential to be integrated with an IoT sensor system.

Tweets Text and Sentiment Analysis by LSTM Model   **09/2024 – 12/2024**

Utilized tweet data to classify user depression through sentiment analysis. Preprocessed and cleaned textual data using NLP techniques such as tokenization, stop word removal, and lemmatization to enhance model accuracy. Achieved 86% accuracy on both the training and testing sets.

Awesome Chocolate Sales Analysis Challenge 2024   **04/2024**

Participated in the Power BI Dashboard Contest hosted by Chandoo, a renowned data scientist and YouTuber. Analyzed sales and financial data for Awesome Chocolates to derive key insights.

LICENSES & CERTIFICATIONS

DataCamp - Data Analyst Associate   **01/2025**

Coursera - AWS Glue Getting Started   **07/2024**

Coursera - Data Analytics Certificate   **05/2024**

Certified Predictive Modeler Using SAS Enterprise Miner 5 (WAC)   **04/2024**

EXTRACURRICULAR EXPERIENCE

Head of Design & Marketing Department – APU Artificial Intelligence Club   **08/2024 – 04/2025**

Led a team responsible for event poster design and festival greeting posts. Strengthened collaboration with other clubs and external organizations to expand the club's reach and influence.