LI YI FAN

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EDUCATION

Singapore Management University
Aug 2019 – Jan 2023

Bachelor of Science in Information Systems (Business Analytics & Digitalisation & Cloud Solutions)
GPA: 3.45/4.0 Cum Laude (Distinction)

Singapore Polytechnic
Apr 2016 - May 2019

Diploma, Human Resource Management with Psychology
GPA: 3.71/4.0

OTHER QUALIFICATIONS

- WSQ IoT-Based Energy Management for Solar Systems — Mar 2024
- AWS Certified Cloud Practitioner — May 2021 - May 2024

IT SKILLS, LANGUAGE PROFICIENCY & CORE COMPETENCIES

- Languages: Python, HTML, CSS, Javascript
- Visualisation: Tableau, PowerBI
- Other tools: Excel, MySQL, Git, Docker, Google Cloud, Azure Cloud

JOB EXPERIENCE

Union Energy Pte Ltd, Singapore
May 2023 - Present

Analyst Programmer

Built data pipeline and visualisation for solar asset monitoring system with Google Cloud and Microsoft solutions including Big Query, Power BI and Power Automate.

- Managed migration of accounting system, with includes requirements gathering, vendor management and UAT, ending with user training and support.
- Coordinate decommissioning of the CRM system and redesign the workflow to replace the functionalities and provide workarounds of the decommissioned system.
- Assist and advice on building electricity retail contract analysis tools, allowing forecasting and monitoring of contracts.
- Led evaluation and onboarding of IoT vendor, developed unit tests, and integrated with vendor API.
- Built process and script to generation regulatory report with use of SQL and Power Query
- Provide level 1 support for ERP and Billing systems, gather user requirements, liaise with vendor and manage change requests

Homage Co Pte Ltd, Singapore
May 2022 - Aug 2022

Business Intelligence Intern

- Improved revenue forecasting by predicting order final status based on key characteristics with the use of random forest classification.
- Utilized agglomerative clustering to identify high engagement candidate which enabled supply team to develop targeted strategies, resulting in reduced cost of acquisitions.
- Improved data integration process with python, AWS redshift which enabled visualization using tableau, resulting in reduction of time spent validating data discrepancies for BI analyst.
- Create ad hoc tableau dashboards and memos based on requests from business leaders and other teams.
  E.g Identify behaviors of professional/assistants with high engagement, Fulfilment gap dashboard to identify and provide breakdown of fulfillment status of key business areas, Identify user behaviour post order cancellation.

ATT Systems Group, Singapore
Jun 2021 - Aug 2021

Human Resource Assistant

- Developed automation script for collation and visualisation of performance appraisal results using Excel VBA
- Developed recruitment report which updates dynamically with Excel formulas
- Performed phone screening of candidates for software engineer roles
- Managed employees training matters such as scheduling training, collecting documents.
- Managed leaves related matters on application, approval and updates

Cudy Pte Ltd, Singapore | Mar 2018 - Aug 2018

Human Resource Intern
- Managed HR documents such as job description and contracts.
- Performed candidate screening, onboarding and off-boarding.
- Performed marketing and sales functions such as managing social media and performing cold calling.
- Performed search engine optimization by analyzing top result pages and applied findings such as word frequency to company website, the website ultimately reached first page for search term of "tuition"
- Conducted market research for business pitch competition

OTHER PROJECT EXPERIENCE

Consumer Interests Analytics Project | Aug 2022 - Dec 2022

Sponsored by GenHealth

Identify interests and popular topics of the "healthy living" community which enables targeted marketing and improvements to existing strategies.
- Handled the gathering of requirements and discussions with sponsor, proposal of solutions
- Lead weekly updates with sponsor and mentor
- Handled the hosting of web scraper, analysis program and visualization on cloud through Heroku
- Managed the integration of sentiment analysis process and topic modelling process which produces data for visualization
- Developed the final visualisation of identified topics by modifying pyLDAvis with Python, CSS and Javascript

"WaterSense" IoT Project | Jan 2022 - Apr 2022

Sponsored by Code For Singapore (C4SG)

https://news.smu.edu.sg/news/2022/04/21/making-sense-water-usage-through-internet-things

Develop prototype device and application to track and visualize real time household water consumption to inform users and reduce water consumption.
- Managed and assembly and installment of hardware which include water flow sensor and ESP32 microcontroller.
- Developed the microcontroller program using arduino with C++, which manages and forwards sensor data to server

Mask Wearing Detection Project | Aug 2021 - Dec 2021

SMU Course Project

Implemented a detection system on whether a person captured in video is wearing masks using machine learning
- Conducted research and literature review on existing image classification models
- Handled the training and implementation using YOLOv4 and Googlecolab

Purchase Behaviour Analytics Project | Jan 2021 - Apr 2021

Sponsored by Bynd Artisan

Identify buying behaviour of target customers, enabling target marketing and more effective product development.
- Performed web scraping using selenium to gather online customer data.
- Performed analytics techniques such as word cloud and topic modelling to identify purchase preferences.