

## OWEN TAN KENG LENG

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### EDUCATION

#### National University of Singapore Bachelor of Science (Honours)

Aug 2022 - May 2026

- Major in Data Science and Analytics, with minors in Computer Science and Economics
- GPA: 4.73/5.00 (Expected Honours with Highest Distinction)
- Relevant Coursework: Mathematical Statistics, Data Structure and Algorithms, Regression Analysis
- Attained Dean's List for AY2023/2024 Semester 1

### TECHNICAL SKILLS

- Programming Languages: Python, R, SQL, Java
- Visualisation Software: Tableau
- Microsoft Excel: Pivot Tables, VLookUp, Data Validation, Data Analysis
- Data Analysis Techniques: Linear Regression, Logistic Regression, Decision Trees

### RELEVANT EXPERIENCE

#### NUS-RightShip Hackathon 2024, Group Leader

Dec 2023 - Present

- Lead a team of 4 to solve real-world problems using various programming languages, such as Python and SQL
- Developed valuable knowledge in Databricks, Apache Spark and Apache Spark Core

#### Accenture North America

Dec 2023 - Jan 2024

#### Data Analytics and Visualisation Job Simulation

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture
- Cleaned, modelled and analysed 7 datasets to uncover insights into content trends to inform strategic decisions
- Prepared a PowerPoint deck and video presentation to communicate key insights to client and internal stakeholders

#### AGO Data Challenge 2023, Participant

Sep 2023

- Collaborated in a team of 3 to examine and identify patterns in data provided
- Utilised R Programming Language to create a detailed report with 2 findings and recommendations

### CO-CURRICULAR ACTIVITIES

#### Marketing Project Director, NUS Inter-Faculty Games 2023

Jan 2023 - Oct 2023

- Spearheaded a team of 5 to achieve significant sponsorships, with total value of product sponsorships exceeding \$250,000
- Ideated and designed a compact 8-page long marketing deck to attract sponsors
- Increased total sponsors count by over 25% compared to last year's event
- Increased the Inter-Faculty Games' Instagram page's outreach by around 200 followers through various marketing efforts
- Allocated around \$5,000 in marketing budget to procure banners, lanyards and tote bags

### ADDITIONAL INFORMATION

- Languages: English (Fluent in Writing and Speaking), Chinese (Intermediate in Speaking)
- Interests: Running, Hiking and Volunteering
- Serving as an active volunteer under Agency for Integrated Care (AIC) to engage elderly in the Ang Mo Kio-Hougang community