OWEN TAN KENG LENG

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EDUCATION

National University of Singapore **Aug 2022 - May 2026**
Bachelor of Science (Honours)
- 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: Logistic Regression, Decision Trees, K-Nearest Neighbors

RELEVANT EXPERIENCE

NUS Statistics & Data Science Society Datathon 2024, Participant **Jan 2024**
- Collaborated in a team of 4 to investigate propensity of customers to purchase insurance using data provided
- Utilised Python Programming Language and its libraries, such as NumPy and Pandas, to clean and manipulate data
- Developed and trained a neural network using TensorFlow to predict customers' purchase of insurance
- Performed hyperparameter tuning to optimise neural network and achieved an overall accuracy rate of up to 90%

Forage Accenture North America, Data Analyst **Dec 2023 - Jan 2024**
Data Analytics and Visualisation Job Simulation
- Completed a simulation focused on advising 1 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 general patterns in data provided
- Preserved data quality through validation of data against 1 or more designated criteria
- Utilised R Programming Language to create a detailed report with findings and gave 2 recommendations

CO-CURRICULAR ACTIVITIES

Marketing Project Director, NUS Inter-Faculty Games 2023, NUS Students' **Jan 2023 - Oct 2023**
Sports Club
- 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 iteration
- Increased the Inter-Faculty Games' Instagram page's outreach by 200 followers through marketing efforts
- Allocated around $5,000 in budget to procure banners, lanyards and tote bags to support event

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