Neo Peng Rong

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EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE (NUS)   Aug 2023 - Present
Bachelor of Science in Business Analytics (Honours)
- Grade Point Average: 4.75/5.0
- Specialisation in Machine Learning and Finance
- Activities: Pioneer House Basketball, Google Developer Student Club
- NUS Overseas College AY24/25 Special Term – Indonesia
- Relevant Coursework: Programming Methodology in Python and Java, Data Structures and Algorithms, Application Systems Development for Business Analytics, Data Analytics and Visualisation, Statistics, Calculus & Linear Algebra for Computing, Mining Web Data for Business Insights (ML)

WORK EXPERIENCE

GOTRADE INDONESIA *Data Analyst*   May 2025 - Aug 2025
- Collect, clean, organize data from multiple sources
- Conduct Exploratory Data Analysis (EDA) to identify trends and patterns
- Create dashboards and visualizations on Metadata
- Produced analytical reports to guide data-driven decisions

PROJECTS

FlickFinder, Lead Developer   Jan 2025 - Apr 2025
- Spearheaded the development of a personalized movie recommender system, integrating content-based and collaborative filtering techniques
- Engineered a Neural Matrix Factorization (NeuMF) model combining GMF, MLP, and feature embeddings using PyTorch
- Performed Top K evaluation using metrics like MAP, NDCG, Precision@10 to simulate real-world performance
- GitHub repository: FlickFinder Repo

Hive, Lead Developer   Jan 2025 - Apr 2025
- Led front-end and back-end integration using Vue.js and Firebase to deliver a full-stack dating web app
- Adopted Agile and SCRUM methodology: facilitated sprint planning, bi-weekly standups, and retrospectives
- Managed team tasks through GitHub and documented progress using sprint logs and burn-down charts
- Link to Web Application: Hive App
- GitHub repository: Hive Repo

Muhammadiyah Welfare Home Minimart System, Co-Lead Developer   Jan 2025 - Jan 2025
- Designed and developed a full-stack digital minimart system for Muhammadiyah Welfare Home within one week using JavaScript, React.js and CSS to automate efficiency-driven processes
- Built intuitive frontend using React and implemented backend with Firebase (Auth & Firestore)
- Implemented inventory tracking and dynamic dashboards, enabling users to monitor sales trends and optimize operations
- Link to Web Application: MWH Minimart App
- GitHub repository: MWH Minimart System

FitZen, Co-Lead Developer   May 2024 - Jul 2024
- Developed a mobile health app using Android Studio, Java and XML to combat rising obesity rates in Singapore by tracking and optimising daily calorie intake, featuring a user-friendly and seamless navigation
- Integrated Google Cloud Platform for scalable data storage and retrieval, supporting 1000+ users with personalised health metrics
- Link to Git: FitZen

Bei Jing Housing Market Analysis Project, Project Lead   Mar 2024 - May 2024
- Conducted an end-to-end analysis on Beijing housing market trends using transaction data from 2011-2017
- Performed extensive data cleaning, null value handling, and filtering by policy-relevant timeframes using R
- Used Tableau to create interactive visualisations and dashboards for insights to visualise pricing trends, demand distribution and risk-return profiles.

- Link to Presentation Slides: [Beijing Housing Market Analysis](#)

TECHNICAL SKILLS

- Language Proficiency (Written and Spoken): English and Mandarin
- Data Analysis & Visualisation: Python | R | SQL | Tableau | Metadata | TablePlus
- Programming Languages: Python | Java | JavaScript | SQL| R
- Development Tools: ReactJS | Vue.js | HTML | CSS | Node.js | Firebase | MySQL | Git | Figma | Canva
- Office Productivity: Microsoft Office Suite (Word, PowerPoint, Excel) | Lark

ADDITIONAL INFORMATION

Other activities
Educator, Entrepreneurship, Basketball