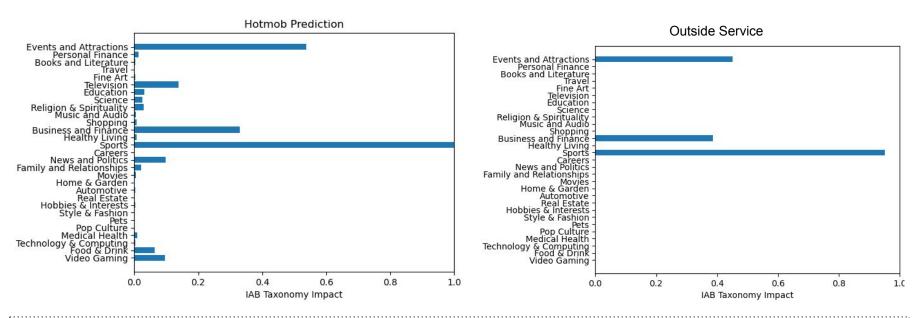
NLP: IAB Content Classification

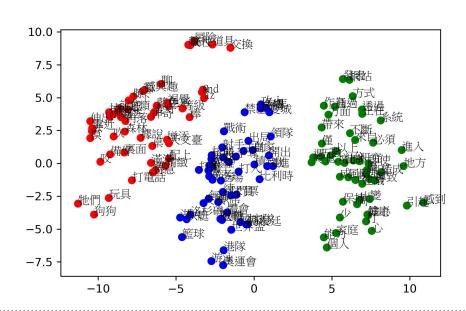




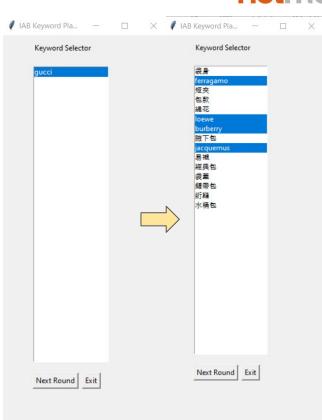
- My Classifier demonstrates a strong alignment of 89% with an external service, which serves as the training + ground truth.
- Moreover, it operates at a fraction of the cost, running efficiently at just 1/20th of the expense.

NLP: Internal-Use Tools





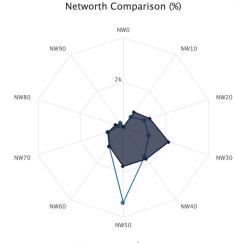
Designed and implemented advanced tools for extracting synonymous terms and assessing audience qualifications, resulting in a significant reduction of time spent per targeting campaign **from three days to just two hours**.



NLP: Streamlined Visualization



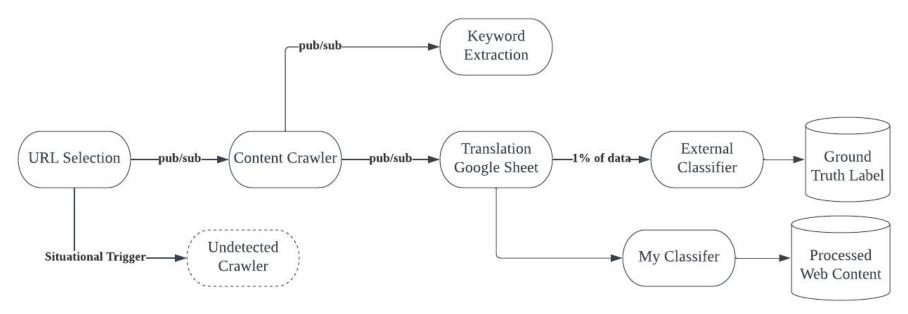




Implemented streamlined workflow, reducing creation time of visuals for pitching decks, insight reports, and social media posts **from 3-7 days to 1 day.**

Web Content Pipeline

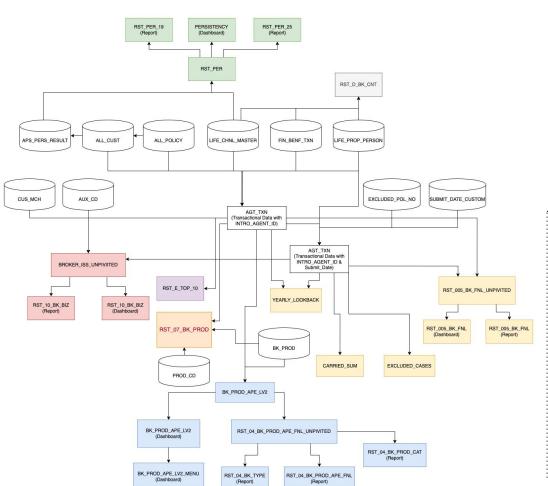




Implemented a comprehensive and **fully automated web crawling system**, enhanced with the utilization of Serverless Computing and Pub/Sub on the Google Cloud platform. This transformation significantly improved stability compared to the previous manual operation, which was prone to frequent failures.

Prudential HK: Internal Data Modelling Revamp





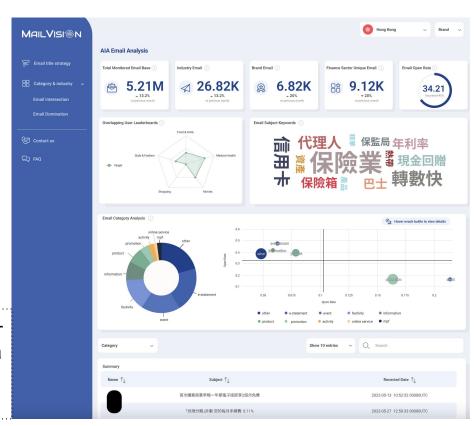
- Revamped Prudential HK's data modeling system from SAS to Power Query
- Demonstrated strong communication skills, provided professional suggestions, and delivered clear visual explanations that impressed the Prudential HK
- Cultivated and maintained a long-lasting client relationship through exceptional performance, resulting in ongoing collaboration to date

User-Focused Dashboards



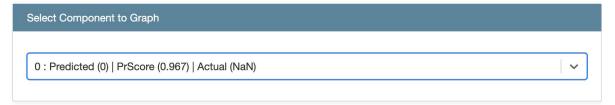


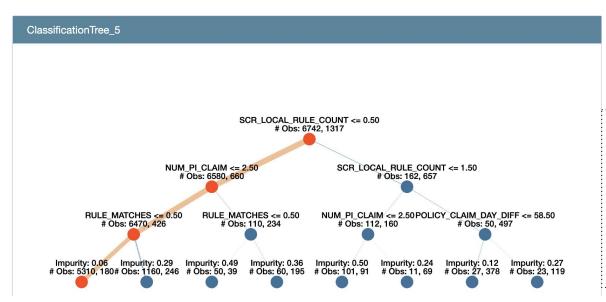
Led production of user-focused dashboards for internet activity and mailbox usage. Transformed data delivery to **prioritize actionable insights** by integrating multiple comparison figures



Prudential HK: Machine Learning Exploration



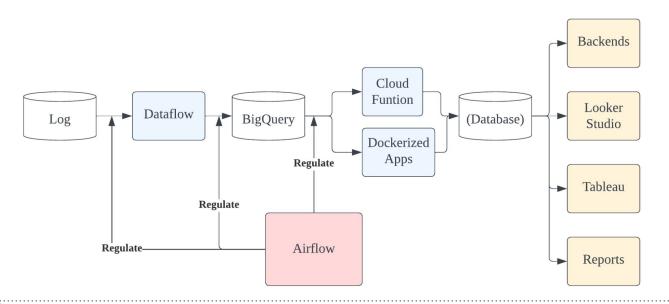




- Developed, hosted, and optimized Azure fraud detection model
- Explored ML explainability for inference enhancements
- Impressed client through exceptional out-of-scope exploration and preparation

Data Preprocessing





- Collaborated with technical team to fully automate end-to-end data processing pipeline using Airflow
- Identified and resolved issues with the original ID system, improving efficiency and scalability by
 14x
- Implemented more efficient algorithms, resulting in a 50% reduction in processing time
- Enabled seamless generation of log files and client-facing reports, enhancing overall productivity and efficiency