



Victor Zhiyu Lee

Data Scientist + Software Developer + Business Consultant

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Programming

- Python
- VBA
- Java
- C++
- Matlab

Data Mining

- R
- Python Scikit-Learn
- SAS
- C++
- SAP InfiniteInsight

Advanced Analytics

- Predictive Modeling
- Ecological Inference
- Time Series Forecasting
- Operations Research

Multi-lingual

- English
- Malay
- Mandarin

Broad Industry Exposure

- Telco
- Oil & Gas
- Wholesale & Retail
- Public Sector
- e-commerce
- Insurance
- Media & Advertising

Underlying my career is a strong passion in bridging data with real world problems. The "Aha" moments when data becomes actionable insight never fail to excite me

Professional Experience

Business Analytics Consultant

BIIT Consulting (Jul 2014 – Now)

- **Telco Human Resource Analytics** – Forecasted workforce dynamics (hiring, attrition and promotion) and its impact on staff cost; Designed VBA-based simulators to facilitate HR strategy and policy making
- **E-commerce Name-based Ethnicity Classification** – Built support vector machine and term-frequency-based text mining program to tag ethnicity and gender of users based on names with a blind-test accuracy of 97%
- **Telco Cross-sell/Upsell Modelling Automation** – Supervised the building of predictive models for postpaid products forming the analytics backbone of client's automated Next Best Action (NBA) recommender
- **Sports Retail Sales Forecasting** – Forecasted sales of about 3000 SKUs for 10 months ahead with back test accuracy above 70%
- **Electoral Constituency Re-delineation** – Developed Python program which generates alternative electoral maps that minimizes population inequality satisfying various administrative constraints

Management Consulting Analyst (Internship)

Farseer Analytics (Jun 2013 – Sep 2013)

- **Electoral Analytics** – Built statistical models for voting behavior (support, turnout, swing and split voting) based on demographic factors

Management Consulting Analyst (Internship)

Accenture (May 2012 – Jul 2012)

- **Telco Campaign Diagnostics** – Devised an analytical method to prove a mismatch of offers in retention campaigns
- **Telco Retention Strategy** – Performed high level analysis on re-contracting high ARPU customers

Product Development Analyst (Internship)

Jobstreet (Nov 2010 – Dec 2010)

- **Product Usage Analytics** – Analyzed user data capture mechanism and job application trend and benchmarked JobStreet.com Salary Report

Education

B.Sc. Chemical Engineering (Economics Minor)

Lehigh University, Pennsylvania, U.S. (2011 – 2014)

Two design projects in one year, covering both steady-state and dynamic aspects:

1. Low Grade Heat Recovery through Organic Rankine Cycle
2. Separation of Methanol/Trimethoxysilane Azeotrope