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|  |  | Education **Master of Statistics (From Aug, 2012 to Jul, 2013)**  *Faculty of Science, National University of Singapore (NUS)*    **Bachelor of Applied Mathematics (Finance and Financial Engineering) (From Sep, 2008 to Jul, 2012)**  *School Of Mathematics, South China Normal University (SCNU)*  **TOFEL 109 (R29 + L30 + S22 + W28)**  **GRE 160 V + 166 Q + 3.0 AW** Working Experience *HSBC Global Analytics Center*  From 2015APR to Present,  **Business Analyst (2015APR-2016SEP) – Senior Business Analyst (2016OCT-2018AUG)- Manager (2018AUG – Present)**  Customer Life Stage Framework: Digged out customer life stage (New Marriage, Have new babies, Get promotion, etc.) and Life events(Purchase a new car, New householder, etc. ) from their daily transaction behaviors. Based on such kind of information, the bank could do more customer centric campaign sales for specified customer groups, e.g. Car Insurance sales, credit card discount for patron for those customer who purchase a car recently.  Moreover, by applying the social network machine learning methodology, the bank could also identify the relationship between customers (Parents with kids in young age, Spouses who do not have children, mid-aged people with elderly parents to support, etc.). This information helps the bank to find out the potential financial needs for each individual customers  *Grouplus International Pte. Ltd.*  From 2014JAN to 2015APR  **Founding Member & Business Analyst**  The company has run several successful campaigns in Singapore most popular e-commercial platform --- Groupon.com.sg, Qoo10.com.sg. dealstreet.com.sg. The annual sales in 2014 reached about SGD 500,000 in 2014 in Qoo10, ranking in Top10 BEST SELLERS.  *Lobb Heng Pte. Ltd.*  **From 2013May to 2013DEC Commodity Trader**  Mainly took charge of Options and structure products trading for the company – liaised with brokers, generated the marketing analysis for clients, designed and priced the structure products for the clients, deployed VaR(Value at Risk) models to hedge the risk. Project ExperienceKick starter Indiegogo |
|  |  | Skill Set  * Proficient in data analyst & data mining – Python, SAS (SAS programmer), R, Adobe Analytics, QlikSence, VBA * Proficient in marketing Platform: GoDaddy, FACEBOOK Advertising, Kick Starter Campaign * Others – Adobe Illustrator * Familiar with cutting age Machine Learning Models – Gradient Boosting, Neural Network, etc * Security Investor – Average 50% return from Year 2015 – Year 2018 (A Share Market)   **Publications**Press: Intelligence (ISSN1673-0208)Title: The analysis and improvement of the derivation process of CAPMPress: Modern Economic Information (ISSN1001-828X)Title: The Dynamic Analysis of Enterprise Behavior**· Award**1. Third Prize of The 15th & 16th Guang Zhou Mathematics competition for University Students (2008 &2009)  2. Third Prize of The 9th Guang Zhou Mathematical Contest in Modeling (2010)  3. University’s Top Student Scholarship for 3 consecutive academic years (2009-2011)  4. First Prize of SCNU ACM Programming Competition (2008)  5. Emerging Star 2016Q1, HSBC |