

Experience

Data Analytics Intern (eCommerce) *Jul 2022 - Dec 2022* Marina Bay Sands | Las Vegas Sands Corporation

- Automated report generation process using Python to track business performance
- Assisted in ongoing data analysis to identify opportunities for driving business success
- Analysed audience performance data throughout the customer journey across the marketing tech stack (Customer Data Platform) to optimise customer journey
- Collaborated with the different marketing teams to optimise conversion rates and KPIs through data analysis across channels such as media, website and mobile

Data Science and Analytics Intern *Dec 2021 - May 2022* RSM Singapore

- Proficiently deploy tools and techniques for automating data analytical procedures such as data extraction and reconciliation
- Translate business problems to quantitative problems, analyzing them to derive data-driven insights and actionable recommendations
- Apply visualization and object-oriented programming techniques to data science problems

Analyst (Club member) *Aug 2021 - Apr 2022* NUS Business Analytics Consulting Team

- Learnt techniques on machine learning, data visualisation and web automation
- Partnered with Pan-Malayan to build dashboards for their analytical purposes

Data Analytics Intern *May 2021 - Aug 2021* Stone Forest Singapore

- Learnt the basics of KNIME, PowerBI and Spotlight Reporting
- Took on the main role of evaluating the functionality of Spotlight Reporting and how much it can value-add to the reports for clients

Marketing and Retail Operations Intern *Feb 2019 - Apr 2019* Weekend Sundries

- Involved in the ideation and execution of marketing campaigns
- Curated Social Media content for the brand

Summary

Final Year Data Science and Analytics Student, passionate about learning data analytics, automation, machine learning, and keen to explore product management, UI/UX and web development.

Education

National University of Singapore
Bachelor of Science: Data Science and Analytics
2019 - Present

Meridian Junior College
Science Stream: H2 Chemistry, H2 Math, H2 Economics, H1 Physics, H1 Mandarin
2017-2018

Ngee Ann Secondary School
Additional Enhanced Art Programme
2013-2016

Skills

- R Studio ----- Proficient
- Python ----- Proficient
- Java ----- Basic
- SQL ----- Intermediate
- HTML/ CSS ----- Proficient
- KNIME ----- Intermediate
- PowerBI ----- Intermediate
- Tableau ----- Basic
- Spotlight Reporting ----- Proficient
- Photoshop ----- Basic
- Illustrator ----- Intermediate
- Procreate ----- Proficient
- ReactJS ----- Intermediate

Competitions

SMU LIT Hackathon Singapore Management University (SMU)

- Designed a website that collates and presents updated Covid-19 Safety Measures by the Singapore Government.
- Used Django and BeautifulSoup

Data Science Competition Collaboration between HP Singapore and NUS Statistics Committee

- Top 10 Finalists out of over 80 team submissions
- Self-learned Yolov4 and machine learning for the project involving image recognition and classification

Product and Design Competition Shopee Singapore