CONTACT ME AT

ansontct@gmail.com

https://www.linkedin.com/in/ansonnn07/

https://github.com/ansonnn07

https://www.kaggle.com/ansonnn

SKILLS

- Python programming & automation
- Data Analysis and Visualization with Python
- SQL
- PySpark with AWS EMR
- Working with AWS S3
- Apache Airflow (basics)
- Google BigQuery
- Git and GitHub
- Spreadsheets and Microsoft Excel
- Web Scraping
- Machine Learning
  - Scikit-learn
- Deep Learning
  - Basics of Tensorflow & PyTorch
- Computer Vision (advanced)
- Natural Language Processing
- Deployment
  - Docker
  - Web development with Flask

TAN CHEN TUNG (ANSON)

DATA ANALYST

Check out the portolio website I created for portfolio projects!

PERSONAL PROFILE

- 2 years academic experience in the field of AI, especially computer vision, to develop a deep learning model for Master's research.
- 1 year working experience in the field of data science, including half a year of focusing on building AI models & web application development for industry use case.
- 1 year working experience as a data analyst, focusing on processing data and collaborating with stakeholders to build reports.
- Highly motivated to solve data science problems, especially with the help of programming skills.
- A lifelong learner who is passionate about continuous learning and keeping up with technologies.

WORKING EXPERIENCE

DATA ANALYST - Involve Asia, Kuala Lumpur
Jul 2022 - Present

Main responsibilities and achievements

- Successfully track user interactions on our web pages using Google Analytics through Google Tag Manager (with some JavaScript)
- Use the data to analyze user behaviours over time, and also to measure the impact of certain campaigns
- Use the data to analyze user journey on our web page, from landing until conversion, to be able to provide insights and recommendations to the stakeholders/developers to successfully improve user engagement through EDMs or better UI/UX, resulting in higher revenue for the company
- Used a Random Forest model to be able to extract the feature importance of different features that lead to conversions
- Pull data from data lake residing in AWS S3, by using PySpark with AWS EMR clusters, to build reports and dashboards, either based on requests by stakeholders, or own suggestions
- Successfully built useful reports/dashboards to monitor campaign impact or company's KPI for different departments
- Perform ad-hoc analysis based on requests by other departments
- Automate some process and updates of dashboards through Apache Airflow DAGs (basic knowledge) set up by data engineers

Independence Day Marketing Campaign Impact Analysis

One of the latest completed projects. Such projects generally require planning of tracking until preparing the dashboard and analysis

- Planned and set up the user events and properties to track through GA4 to be able to extract useful data for analysis purposes
- Processed the data to extract the last source (e.g. organic, email, banners, etc.) that leads to the campaign pages or sign ups
- Built the metrics & funnel of user actions starting from landing at the campaign pages until they have converted
- Analyzed the funnel data along with the revenue to evaluate campaign performance, and also to recommend the next actions to improve user experience and revenue for the upcoming campaigns

MORE SKILLS

- Google Analytics (GA3 & GA4)
- Google Tag Manager (GTM)
- Looker Studio (previously, Google Data Studio)
- JavaScript (intermediate)
- Agile development
- Visual Studio Code IDE
- MATLAB
- Arduino

PAST WORKING EXPERIENCE

MACHINE LEARNING ENGINEER - SHRDC, Shah Alam

Jul 2021 - Dec 2021

Deep Learning Course Material Development

Developing projects for most of the popular deep learning tasks to use as course materials for the company and relevant users

- These projects are built based on relevant use cases in the industry, to be able to use for the tutoring purposes in the company
- The projects include deep learning tasks for computer vision, natural language processing, as well as time series applications.
- For example, for computer vision: image classification, object detection, and image segmentation
- For more details on the GitHub code & YouTube videos (recorded to explain the code and process in detail), can refer to the Google Docs here.

Integrated Vision Inspection System (IVIS) App

An application that allows users to perform most operations required for machine learning pipelines in the computer vision field.

- The application has a user-friendly GUI that was built with Python & Streamlit, with the deep learning framework — TensorFlow to allow users to carry out end-to-end machine learning pipelines for computer vision, starting from labeling until deployment.
- As the main contributor and maintainer of the app, I gained a lot of industrial experience dealing with clients using the app to help deploy their system.
- I am still maintaining the project from time to time. The code is available here.

EDUCATIONAL HISTORY

Universiti Teknologi Malaysia

Bachelor of Mechanical Precision Engineering | Sept 2015 - Mar 2019
CGPA: 3.95

- Studied important statistical knowledge required for Data Science.
- In a capstone project of building an automated instant noodle vending machine, I was the leader tasked with combining the Arduino code for each of the different components of the machine into one module so that they work together.
- In my FYP, MATLAB was used to develop a multi-class SVM model using Dempster-Shafer's theory to overcome the limitation of SVM for multi-class classification.

Master's Research (Completed)

Calf Posture Recognition with Machine Vision

- Built a monitoring system that can show the live updates of calf postures (standing or not) on a dashboard (built with Python & Streamlit) for dairy farms, which will be deployed soon on a Malaysia dairy farm.
- This system makes use of deep learning with computer vision to predict calf postures through camera feeds.
- Published a conference paper as well as a research paper on the journal of Computers, Materials & Continua (CMC) here.