FOH CHER ERN DON

+65 9824 0733 | don.foh@u.nus.edu | donfoh.com

EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE (NUS)   Aug 2019 - May 2023
Double Degree: BBA (Business Analytics) + BA (Communication & New Media)
- CAP: 4.63/5.00 (Highest Distinction) | 4.62/5.00 (Merit)
- Dean's List Sem 2 AY21/22 (Top 5%)

NORWEGIAN SCHOOL OF ECONOMICS (NHH)   Aug 2022 - Dec 2022
Semester Exchange Program
- Courses taken: Decision Modelling in Business, Big Data with Applications to Finance, Applied Textual Data Analytics for Business and Finance, Firm Strategy and Competition

WORK EXPERIENCE

SINGTEL   Jul 2023 - Present
Management Associate - Data Scientist
- Developed AI model for early prediction of customer conversions based on in-app interactions, achieving 90%+ accuracy using only customers' first 8 clicks
- Formulated online optimization model to allocate promo codes to customers in real-time, maximising conversion rate while minimising cost and attaining 99% ratio of limited-information online performance to full-information offline performance
- Carried out extensive analysis and visualization of in-app customer behaviour data, including process mining and statistical tests, to identify common user patterns, pain points, and opportunities proposed to the Vice President of Products
- Scraped Facebook, Google PlayStore, and Apple App Store for 100+ customer comments and feedback using Selenium and BeautifulSoup for sentiment analysis

HOME TEAM SCIENCE & TECHNOLOGY AGENCY (HTX)   Jan 2023 - May 2023
Data Science Intern
- Leveraged Prototypical Networks for Few-Shot Learning to develop feature allowing non-technical users to train custom AI models capable of classifying textual documents with 90%+ accuracy on average
- Built and optimised text database search feature with full-text indexes, reducing time taken for users to find relevant documents by 80%
- Implemented 5+ features and bugfixes for existing web-app using React, Ant Design, and FastAPI

NUS INSTITUTE OF OPERATIONS RESEARCH & ANALYTICS   Apr 2022 - Dec 2022
Research Assistant - Natural Language Processing
- Improved ResMed's customer complaint classification accuracy by 8% by developing a text classification ML pipeline in Python utilising word embeddings methods and Support Vector Machine
- Conceptualized 5+ novel methods to aggregate word embedding vectors, improving text classification accuracy and efficiency by doing in-depth research of scholarly articles
- Achieved over 97% accuracy for Math word problem classification for an EdTech startup by building a text classification ML model in Python with NLP and random forest
- Designed, developed, and deployed an app for an EdTech startup with Flask, React and Heroku, allowing end users to easily use text classification ML model

CO-CURRICULAR ACTIVITIES

NUS BUSINESS ANALYTICS CONSULTING TEAM   Jul 2022 - May 2023
Vice President (Internal)
- Upgraded 30+ members' data analytics skillset by conducting workshops on visualization, web scraping, data mining, and ML
- Led exco team to design business analytics teaching syllabus and assignments for over 50 members

SKILLS

Programming: Python, R, JavaScript, HTML/CSS, SQL/NoSQL, MERN stack, GraphQL
Technical: Data Analysis, Data Visualization, Statistics, Natural Language Processing, Machine Learning, Time Series Analysis, MongoDB, PostgreSQL, MySQL, Tableau, Excel, IBM SPSS, AMPL
Languages: English (native), Malay (proficient), Mandarin (conversant)