

FOH CHER ERN DON

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EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE (NUS)

Aug 2019 - May 2023

Double Degree: BBA (Business Analytics) + BA (Communications & New Media)

- CAP: 4.58/5.00 (Highest Distinction) | 4.64/5.00 (Highest Distinction)
- 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

NUS IORA, Research Assistant - NLP

Apr 2022 - Dec 2022

- 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

SUPESU (Shanghai, Remote), Full Stack Developer Intern

Dec 2021 - Aug 2022

- Automated customer sizing recommendation by developing regression models in Python to predict customers' chest, waist, and hips given age, height, and weight
- Enhanced customer service efficiency by cleaning company's unstructured customer data store using R and Python
- Spearheaded Shopify app development using MERN stack and Shopify REST and GraphQL APIs
- Implemented 10+ new features by liaising directly with company founders and external vendors

NTUC LearningHub, Data Analyst Intern

May 2022 - Jul 2022

- Enhanced finance department's accounts receivable tracking by designing and developing a Tableau dashboard and iteratively revising it through multiple rounds of UAT and user feedback
- Ensured 100% consistency between source and target databases while executing database migration by investigating and rectifying discrepancies while performing data validation using SQL and Python
- Reduced time spent on blockers by participating in daily team standup meetings

CO-CURRICULAR ACTIVITIES

NUS Business Analytics Consulting Team, Vice President (Internal)

Jul 2022 - May 2023

- Upgraded 30+ members' data analytics skillset by conducting workshops on visualization, web scraping, data mining, and machine learning
- Led exco team to develop business analytics teaching syllabus and assignments for over 50 members

NUS Business Analytics Consulting Team, Senior Analyst

Jan 2021 - Jun 2022

- Developed a trading algorithm, outperforming the baseline by 2% using NeuralProphet to conduct time series analysis on stock prices

SKILLS

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