

Daniel Lee Wei Sheng

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EDUCATION

National University of Singapore

Aug 2017 - May 2020

Bachelor of Business Administration (Major in Business Analytics and Finance)

- Current Cumulative Average Point 4.71/5.00 (Prospective First Class Honours)
- GIC Sparks and Smiles Award, Business School Career Services Office Ambassador
- Relevant Coursework: Quantitative Reasoning (A+), Financial Accounting (A), Business Law (A), Microeconomics (A-)

Anglo Chinese Junior College

Jan 2013 - Dec 2014

GCE Advanced Level

- Distinctions for Economics, Biology and Chemistry

WORKING EXPERIENCE

Eyeota Pte Ltd

Aug 2018 - Present

Data Analytics Intern

- Developed Python scripts utilising the Pandas library to automate the process of cleansing, organising and validating raw data, containing Programmatic Advertising audience segments sold by various data publishers, to prepare the data to be uploaded to Eyeota's Audience Discovery Tool.
- Applied Artificial Intelligence and Machine Learning to conduct data wrangling, mapping advertiser data to standardised advertiser names and subcategories by using Python's Natural Language Toolkit (Tokenisation, Stemming, Lemmatisation), Word Vectors and Knowledge Bases
- Coded PostgreSQL queries to extract and update data from Eyeota's database to build reporting dashboards via Tableau

United Overseas Bank Limited (UOB)

Jan 2018 – Jul 2018

Data Analytics Intern

- Automated the tracking process of sending SMS surveys to the relevant customer leads by programming Excel VBA, reducing the number of manual excel steps required by 92%
- Analysed data using techniques such as text analytics, portfolio analytics to measure the performance of UOB's various Business Units (Business Banking, Private Banking, Personal Financial Services) and Overseas Wings (UOB China, UOB Indonesia)
- Applied Importance-Performance Analysis (IPA) for each business unit, based on their respective survey's key drivers, employing logistic regression and multiple regression
- Produced monthly as well as quarterly statistical reports and dashboards utilising the Business Intelligence tool MaritzCX, that would be presented to UOB managing and executive directors
- Computed the Customer Satisfaction Score (CSS) and the Net Promoter Score (NPS) for UOB's various banking products (Credit Cards, Housing Loans) by analysing customer survey data for the Customer Centric Strategic Initiatives Department

Perazim Marketing Pte Ltd

May 2015 - Oct 2015

Marketing Assistant

- Created and operated the e-commerce website for the skin care product line named Super Facialist, resulting in over \$1100 worth of online orders
- Marketed the brand through social media outlets such as Facebook, leading to a larger than 100% increase in website visitors

CO-CURRICULAR AND EXTERNAL ACTIVITIES

Business School Alumni Association

Jun 2018 - Present

Student Ambassador

- Interviewed alumni to co-author a published book containing their impactful life experiences
- Organised a networking event, attended by C-Suite level executives, as well as a mentorship programme to strengthen the relationship between NUS Business alumni and students

BNP Paribas

Mar 2018 - Present

Student Ambassador

- Positioned as an instrumental part of BNP Paribas's university campus marketing campaign

Beyond Social Services

Aug 2017 - Jun 2018

English Language Teacher

- Lead weekly English Language lessons for a large group of preschool level children with certain students displaying rapid progression from an inability to read and write, to being able to converse and write simple sentences

SKILLS

Languages: Native Proficiency in English, Novice Proficiency in Chinese

Technical Skills: Programming Languages: Python (Pandas, NumPy, Matplotlib, Natural Language Toolkit), Excel VBA, SQL (MySQL, PostgreSQL), Business Intelligence Tools: (Tableau, MaritzCX), Software: (Bloomberg Terminal, Excel, PowerPoint), Platforms: (Salesforce, Shopify)

Certifications & Training: Bloomberg Market Concepts

Interests: Automation, Machine learning, Data analytics, Alternative debt financing, Hiking trails, Exploring mountainous terrain, Professional Cycling, Cricket