**Daniel Tan Wei Yang**

**EXPERIENCE**

Data Scientist, Experimentations  
>​ Provided training on Frequentist statistics, Bayesian statistics and Multi Arm Bandits  
> Worked with team built library code to run pre and post analysis, simplifying experiments

Principal Campaign Analyst  
>​ Expanded responsibilities to lead analytic projects for all Hotels commerce products (Display, Sponsored Ads, Auction)  
> Designed and carried out Incrementality Test to determine marketing spend attribution  
> Constructed cancellation rate models using a combination of client and proprietary data  
> Mentored juniors and conducted technical workshops for a range of analytics-related topics

Senior Optimisation Specialist

>​ Boosted 17% YoY booking revenue growth for 20+ APAC key clients  
> ​Predictive modelling​ and built tooling for auction bidding recommendations  
> Automated and maintained upstream ETLs (Hive, Presto, Airflow)  
>​ Time Series Modelling for forecasting and clustering customer segments  
>​ Designed and evaluated A/B tests using inferential statistics and resampling  
> ​Built internal web applications to scale up recommendations to separate teams across Americas, EMEA and APAC regions

Data Science Course Instructor

> ​Guided students across 10 weeks on an Introduction to Data Science course, covering statistics and machine learning topics

Data Science 1-1 Mentorship Programme (100 hours)

>​ Paired with Data Science industry veteran to work on a personal data science project  
>​ Delivered an R project, placing 65th (post-deadline entry) for Kaggle’s 2014 Walmart Store Sales Forecasting competition  
>​ Reduced complexity of 3331 individual time series through the use of time-series clustering >​ Built ARIMA models to forecast and applied local train-test split for cross-validation  
>​ Project summary, code and presentation was reviewed by an independent industry expert >​ ​www.github.com/ddanieltan/kaggle\_walmart

Manager, Industry Development Group (Retail)

>​ Produced the 1st Retail Technology road map, accounting for the adoption of 800 projects. Project topics include in-store analytics, service robotics and digital marketing  
>​ Drove implementation of cashless payment terminals for Singapore’s largest retailers and Association of Banks for Singapore

**PERSONAL PROJECTS**

>​ Developed ​Autocomplete​, a Python project that completes a sentence given a starting word using colloquial Singaporean English  
>​ Interfaced with Facebook Graph API to scraped over 5 million post and comments of Singapore’s most popular FB pages

>​ Completed a 3-gram model that completes sentence using Markov chain predictions > ​www.github.com/ddanieltan/autocomplete

>​ Productionised a credit rating system for e-commerce site offering instalment plans  
>​ Automated the extraction of user data, API calls and OCR scans for a credit risk model

**EDUCATION**

Bachelor of Science (Information Systems)

>​ Majoring in Information Systems Management and Operations Management >​ Awarded SPRING Singapore Executive Development Scholarship (EDS)

Traveloka Technologies Pte Ltd  
Apr 2020 - Present

TripAdvisor LLC Mar 2017 - Mar 2020

General Assembly Feb 2019 - Apr 2019

Springboard  
Jun 2016 - Sep 2016

SPRING Singapore Aug 2013 - Dec 2016

Autocomplete

Credit Risk Model

Singapore Management University  
Aug 2009 - Aug 2013