Glenda Tay

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EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE   Aug 2023 - Present

Bachelor of Science in Business Analytics with Honours

- Second Major in Statistics, Specialisation in Machine Learning
- Current GPA: 4.36/5.00
- Expected Graduation: Dec 2027
- Relevant Courses Completed: Programming Methodology, Programming Methodology II, Introduction to Business Analytics, Data Structures and Algorithms, Econometrics Modelling for Business Analytics, Data Management and Visualisation, Application Systems Development, Statistical Computing & Programming

TECHNICAL SKILLS

- **Programming & Tools:** Python, R, SQL, Java, HTML, CSS, JavaScript, React.js, Vue.js, Git, GitHub, Firebase
- **Data Science Techniques:** Linear Regression, Logistic Regression, Data Visualisation, Database Design and Management, Data Modelling, Hypothesis Testing, Sci-kit Learn
- **Data Visualisation:** Tableau, Power BI

WORK EXPERIENCE

HORIZON LABS *Product Management Intern*   May 2025 - Present

- Supported end-to-end product development lifecycle, from user research to product launch
- Collaborated cross-functionally with engineering and growth teams in an Agile environment
- Conducted competitive analysis and market research to define product requirements and inform roadmap
- Created feature specifications and user stories to guide product development

NUS SCHOOL OF COMPUTING *Undergraduate Teaching Assistant*   Jan 2025 - Present

- Teaching Assistant for IS2218 - Digital Platforms for Business
- Grade assignments and provide constructive feedback to students
- Conduct consultation sessions for students

BFF CLIMB *Front Desk*   Jul 2024 - Present

- Facilitated check in processes for customers and addressed inquiries
- Delivered exceptional customer service to enhance customer satisfaction

PROJECTS

Personal Portfolio Website   May 2025

Technologies: React, Tailwind CSS, Framer Motion, Vercel, Vite, GitHub

- Developed a fully responsive personal portfolio website using React and Tailwind CSS, hosted on Vercel
- Integrated Framer Motion to create smooth, modern animations and interactive transitions

TixTacts - Automated Ticketing Assistant   Apr 2025

Technologies: Python, Selenium, Puppeteer, Telegram Bot API, Headless Browsers, Web Automation, Web Scraping

- Developed a fully functional script that bypasses queues to secure high-demand concert tickets
- Complete with automated CAPTCHA solving, form filling, 2FA verification, tab/session handling, dynamic queue handling logic, and rotating residential proxies

Furrever Home - Web Application   Apr 2025

Technologies: HTML, CSS, JavaScript, Vue.js, Firebase, Figma, Github

- Designed and developed a web application inspired by dating applications to streamline pet adoption and rehoming as part of a coursework project
- Implemented user matching algorithms to connect pet seekers with suitable pets and ensured secure user authentication and data management with Firebase Auth and Firestore

Netflix Data Analysis (PostgreSQL)   Feb 2025

- Analysed Netflix dataset to extract insights on content distribution, ratings, and trends.
- Utilized joins, string functions, sub queries, and date filtering for data extraction and transformation.

Customer Behaviour Analysis On Amazon Dataset   Dec 2024

Technologies: Pandas, NumPy, Matplotlib, Seaborn, SQLite, TextBlob
- Identified top customers and highly sold products, providing recommendations for targeted marketing and product promotion.
- Analysed differences between frequent and non-frequent reviewers, revealing distinct purchasing and rating behaviours.
- Performed sentiment analysis using TextBlob to extract polarity and identify common positive and negative feedback themes.

Data Analysis And Visualisation For COVID-19 Dataset   Dec 2024
Technologies: Pandas, NumPy, Matplotlib, Seaborn, Plotly
- Visualised key metrics with Python libraries like Plotly, creating interactive charts, bar plots, and tree maps for comparative insights.
- Developed reusable functions for generating country-specific visualisations and trend analyses to present actionable insights to aid in understanding of pandemic trends.

Sales Performance Dashboard (Tableau)   Jun 2024
- Designed an interactive sales dashboard to analyse sales, profits, and quantity trends for 2022.
- Conducted comparative analysis (YoY growth) to identify top-performing months and categories.