

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: May 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 & ST1131 - Introduction to Statistics and Statistical Computing
- Grade assignments and provide constructive feedback to students
- Conduct consultation sessions for students

BFF CLIMB *Duty Officer*

Jul 2024 - Present

- Monitored facility performance, security, and safety protocols, responding to incidents efficiently
- Managed on-ground staff task delegation & oversaw daily operational activities to ensure smooth functioning of the facility.

PROJECTS

ML text analysis with supervised & unsupervised models

Jun 2025

- Preprocessed, analysed and classified large volumes of text data
- Applied supervised models (Logistic Regression, Naive Bayes, SVM) for sentiment classification
- Used unsupervised methods (LDA topic modelling, clustering) for topic discovery
- Performed feature engineering and evaluated models with accuracy, precision, recall, and F1-score

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.