

# Glenda Tay

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## EDUCATION

### NATIONAL UNIVERSITY OF SINGAPORE

Aug 2023 - Aug 2027

Bachelor of Science in Business Analytics with Honours

- Second Major in Statistics
- Current GPA: 4.35/5.00
- Availability: Seeking a summer internship from May–Aug 2025.
- 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

## TECHNICAL SKILLS

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

## WORK EXPERIENCE

### NUS SCHOOL OF COMPUTING *Student 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 *Counter Crew*

Jul 2024 - Present

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

## PROJECTS

### Netflix Data Analysis (PostgreSQL), Personal Project

Feb 2025

*Conducted an SQL-based data analysis project using PostgreSQL*

- 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, Personal Project

Dec 2024

*Processed and cleaned data from an SQLite database and conducted an analysis of Amazon customer reviews*

- 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, Personal Project

Dec 2024

*Conducted a detailed analysis of global COVID-19 trends using the Worldometer dataset*

- 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), Personal Project

Jun 2024

*Created an interactive sales dashboard to analyse sales trends, profit margins and category performance*

- 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.