

GOH JIA YI, JESA

BUSINESS ANALYTICS UNDERGRADUATE

gooohjiayi@gmail.com 

Singapore 

linkedin.com/in/gohjiayi 

gohjiayi.github.io 

EDUCATION

B.Sc in Business Analytics

National University of Singapore

Aug 18 - Jul 22

Diploma in Financial Informatics

Singapore Polytechnic

Apr 15 - May 18

SKILLS

Hard Skills

Python, R, Java, SQL, Data Analysis,
Machine Learning, Web Development,
Database Management, Spark, Hadoop

Soft Skills

Problem Solving, Leadership, Public
Speaking, Communication, Agile and
Scrum

CO-CURRICULAR ACTIVITIES

Machine Learning Tech Lead

NUS FinTech Society | Oct 20 - Present

Web Subcommittee Member

NUS Sheares Hall Media | Oct 18 - Apr 20

ACHIEVEMENTS

1st Runner Up

Shopee Ultra Hackathon 2021

Semi-Finalist

Adobe Analytics Challenge 2020

Smart Nation Scholarship

GovTech Singapore

Gold Medallist and Valedictorian

Singapore Polytechnic

Infocomm Polytechnic Scholarship

IMDA Singapore

PROFILE

Highly motivated and driven Business Analytics undergraduate with a passion in the field of data science. Ability to work successfully in a fast-paced and dynamic environment with strong interpersonal and critical thinking skills.

WORK EXPERIENCE

Machine Learning Engineer Intern

SAP Asia, Singapore | Jan 21 - Jun 21

- Boosted document processing efficiency by automating classification and quality checks with 96% precision.
- Enhanced information extraction application to reach 92% accuracy through regression testing and analysis.
- Researched, designed, and implemented scalable applications.

Machine Learning Engineer Intern

GovTech, Singapore | May 20 - Aug 20

- Streamlined Individual Physical Proficiency Test (IPPT) processes by building an exercise detection and rep counting application.

Innovation & Strategic Partnerships Intern

Visa, Singapore | Oct 17 - Mar 18

- Provided timely strategic partners reporting to internal senior stakeholders.
- Performed market scan and analysis for Visa Ventures AP.
- Forged strong relationships with Visa's stakeholders through planning and execution of strategic events, such as the Singapore Fintech Festival 2017.

PROJECTS

Predicting Flu Trends using Twitter Data

Aug 20 - Nov 20

- Coordinated team and formulated proof-of-concept achieving a 68% correlation between predictions.
- Devised multiple classification models using Natural Language Processing methods, achieving ~80% F1 score.

Going Big (Data) on YouTube

Aug 20 - Nov 20

- Built machine learning models to predict YouTube video performance using Spark and Hadoop.
- Integrated object detection, part-of-speech tagging and sentiment analysis models as part of feature extraction.