Goh Ming Hui

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Website: http://www.svbook.com   **Website:** https://gohminghui88.github.io/

Gender: Male   **Date of birth:** 17/09/1987   **Nationality:** Singaporean

ABOUT ME

Over five years of data science, computer science, engineering, training and management experience. Skilled in visualizations and statistical analysis of data, including prediction modeling with machine learning algorithms using SPSS, SAS, R, C# and Java. Projects includes intelligent system development.

WORK EXPERIENCE

[2016 – Current] **Founder**

SVBook Pte. Ltd. (ACRA Reg. No.: from 53335101D to 201827302H)

City: Singapore
Country: Singapore
Main activities and responsibilities:
- SVBook offers Affordable Data Science and Programming Books, Courses and Softwares
- Written various data science and **programming books at http://www.svbook.com** and published at Apress, **developed courses** based on the books **at http://emhacademy.com**
- Researched and **Developed Data Science softwares - DSTK - Data Science Toolkit 3 (public version) at http://dstk.tech** and other softwares for my students at http://dstk.tech
- **Consultancy jobs as Lecturer and Instructor at Universities and Institutions (Kaplan and MDIS)**
- Develop new marketing strategies to quickly capitalize on trends and social media
- Conduct market research, analyze data, and derive strategies for company to progress and stay competitive in the market
- Coordinate and manage the process flow of product purchasing, customer feedbacks and product delivery to ensure fast, optimal and better customer experiences.
- Building client relationships that results in revenue and profitability growth.

[2014 – Current] **Adjunct Instructor**

EMHAcademy (Part of SVBook pte. Ltd.)

Main activities and responsibilities:
- Instructor for data science courses at EMHAcademy.com and Udemy, **created 1 E-Diploma, 7 Advanced Certificates courses and 28 online courses.** First C# course is created in 2014

- Prepare tests, question papers and marking scheme (QPMS) and act as invigilator and markers.
- Develop new marketing strategies to quickly capitalize on trends and social media

[2018 – Current] ### Adjunct Lecturer

University of Portsmouth (Kaplan) and University of Teesside (MDIS)

City: Singapore

Country: Singapore

Main activities and responsibilities:
- **Lecturer for Data Mining Rapid System Development course at Undergraduate Level at University of Portsmouth and University of Teesside**
- **Design and develop courseware for machine learning and data mining and Rapid System Development.**
- Ensure proper classroom management during lectures, tutorials and lab lessons
- Prepare tests, question papers and marking scheme (QPMS) and act as invigilator and markers
- Create courses at Udemy.com and EMHAcademy.com and gives them to students for free
- Create softwares for students at http://dstk2.sourceforge.io/

[2017 – Current] ### Adjunct Faculty

University of the People

Country: United States

Main activities and responsibilities:
- **Adjunct Faculty for Python and Java Programming, Data Mining, Artificial Intelligence at Undergraduate Level**
- Facilitate the course and ensure proper classroom management during lectures, tutorials and lab lessons
- Communicate with adult undergraduate students and grading of their work.
- Asynchronous teaching and other activities related to online learning.
- Create courses at Udemy.com and EMHAcademy.com and gives students for free.
- Create softwares for students at http://dstk2.sourceforge.io/

[2015 – 2019] ### Data Science Research Analyst (Data and Text Mining)

Institutional Statistics Unit, Nanyang Technological University

Country: Singapore

Main activities and responsibilities:
- **Research, analyze and process the data to maintain or improve university's ranking in QS World University Ranking, THE Ranking** and ARWU system
- Collect, Survey and Analyze data from various sources using **Excel VBA, PivotTable, PivotChart, Python, R, SPSS Statistics, Tableau** and Big Data system to produce visualizations and facilitate knowledge discovery
- **Researched and Developed DSTK - Data Science Toolkit (NTU version) based on the Python, R, VBA scripts I have developed to process the data for QS World University Ranking project.**
- Implement advanced statistical analytics such as CHAID using SPSS Modeler to assist higher management in decision makings
- **Managed junior analysts, including delegating and organizing of workflow** and training provision
- Carry out market assessment and competitor research to provide further perspective and insights of university current position and future directions

[2015 – 2016] ### Adjunct Lecturer

St. Hua Private School

Country: Singapore
Main activities and responsibilities:
- **Lecturer for Advanced Diploma in Industrial Electronics, and Advanced Diploma in Industrial Design.**
- **Design and develop courseware for courses such as C and Java Programming, Microcontroller Interfacing**
- Ensure proper classroom management during lectures, tutorials and lab lessons
- Prepare tests, question papers and marking scheme (QPMS) and act as invigilator and markers

Management (SEO/SEM) – St. Hua Private School
- Working with General Manger of St. Hua Private School to improve operations, sales and profitability using SEO/SEM
- Derive SEO/SEM and Social Media Marketing strategies to improve online presence and revenue growth
- Plan, Manage, and Delegate tasks to staffs and coordinate the progress to ensure optimal performances
- Identify training needs and conduct required lectures to ensure staffs' competency for their job

[2014 – 2014] ### Data Science Researcher (Social Network Analysis)

Singapore Management University

Country: Singapore
Main activities and responsibilities:
- **Research, develop and prototype a recommender system to recommend romantic relationships from chinese Sina Weibo data using Java, Natural Language Processing, SNA and Background Net algorithm**
- Conduct data analysis, Social Network Analysis, and Prediction Modeling on data to facilitate knowledge discovery and model improvement
- **Convert prediction models into software system and implement 10 fold crossover validation** system to evaluate model or system accuracy
- **Research and implement techniques such as LDA topic clustering** to improve model accuracy and efficiency

[2012 – 2013] ### Data Science Researcher and Leader (Text Mining, Machine Learning)

CrimsonLogic Pte. Ltd.

Country: Singapore
Main activities and responsibilities:
- **Lead, and develop an intelligent system to automate Singapore Custom trade facilitation business process**
- Conducted **data exploration, preprocessing and predictive analytics using machine learning and natural language processing** to select and derive an accurate model for the business problem
- **Evaluate developed prediction model using cross validation** and convert it into an intelligent system
- **Research on system improvements from three aspects: Data Integrity, User Input semantic extraction, and Algorithm**, to attain an average classification accuracy of 80%
- Study existing data mining software(SPSS, SAS) to implement advanced features such as automated data preprocessing and visualization

[2010 – 2011] ### Research Staff (Product Design and Machine Learning)

Singapore University of Technology and Design

Country: Singapore
Main activities and responsibilities:
- Mentored and guided Junior College students in scientific projects during their Temasek Wow Exchanges
- **Assist MIT Professor in research, design, and development of Low Cost Pneumatic Sensors** using Solidworks, Arduino and Software Development(Java, C#, C) with regressions and machine learning
- **Facilitated SUTD Professors in Research, Design, and Development of Cost Effective Medical Intravenous Drips monitoring device** using Inventor, Solidworks, Arduino and Software Development
- Tested, evaluated and feedback on various laboratory equipments and education technology, research papers and innovative teaching methodology such as the BLOSSOM system

[2010 – 2012] ### Founder and Manager

BoozeDesign (ACRA Reg. No.: 53172887X)

Country: Singapore

[2008 – 2010] ### Technologist

Singapore Armed Forces

[2006 – 2007] ### Teaching Assistant, Technical Apprentice, Event Management

Ngee Ann Polytechnic

EDUCATION AND TRAINING

[2012 – 2013] ### Master of Technology degree in Knowledge Engineering

National University of Singapore   http://nus.edu.sg/

Address: 21 Lower Kent Ridge Road Singapore, 119077, Singapore

[2010 – 2013] ### Executive Master of Business Administration degree in IT Management, 1st Division

U21Global (aka. GlobalNxt) and IGNOU   http://ignou.ac.in/

Address: Maidan Garhi, New Delhi, India, 110068, India

[2010 – 2011] ### Graduate Diploma in Mechatronics

*A*STAR SIMTech - Singapore*   https://www.a-star.edu.sg/simtech

Address: 2 Fusionopolis Way, 138634, Singapore

[2009 – 2010] ### Bachelor of Science Degree in Computing

University of Portsmouth - UK & Singapore   https://www.port.ac.uk/

Address: University House, Winston Churchill Ave, Portsmouth PO1 2UP, United Kingdom

[2005 – 2008] **Diploma with Merit in Electronics and Computer Engineering**

Ngee Ann Polytechnic   https://www.np.edu.sg/Pages/default.aspx

Address: 535 Clementi Rd, Singapore, 599489

LANGUAGE SKILLS

Mother tongue(s): Chinese

Other language(s):

English

LISTENING C1 **READING** C1 **WRITING** C1

SPOKEN PRODUCTION C1 **SPOKEN INTERACTION** C1

DIGITAL SKILLS

My Digital Skills

Microsoft Office | Microsoft Excel | Microsoft Powerpoint | Microsoft Word | Social Media | Skype | Google Docs | C# | HTML | Instagram | CSS | Power Point | Javascript | SQL | Python | Java | Bootstrap 4 | R Programming

HONOURS AND AWARDS

[2014] **TelR Data Mining Challenge 2014 Awarding institution:** TelR Data Mining Challenge

Shortlist Entry, TelR Data Mining Challenge 2014.

[2007] **Tan Kah Kee Young Inventors' Award Awarding institution:** Tan Kah Kee Young Inventors' Award

Tan Kah Kee Young Merit Inventors' Award

[2011] **Golden Key International Honor Society Awarding institution:** Golden Key International Honor Society

Inducted into Golden Key International Honor Society

[2010] **Upsilon Pi Epsilon Honor Society for Computing and Information Disciplines**
Awarding institution: Upsilon Pi Epsilon Honor Society for Computing and Information Disciplines

Inducted into Upsilon Pi Epsilon Honor Society for Computing and Information Disciplines

Sigma Xi Scientific Research Society Awarding institution: Sigma Xi Scientific Research Society

Inducted as full member of Sigma Xi Honor Society

PUBLICATIONS

[2018] **E. G. M. Hui (2018). Learn R for Applied Statistics. Apress**

https://link.springer.com/book/10.1007/978-1-4842-4200-1

[2021]

M. H. Goh. Learn By Examples - A Quick Guide to PowerApp and Power BI. LeanPub

https://leanpub.com/learnbyexamples-aquickguidetopowerappandpowerbi/

[2021] **M. H. Goh. Asian Eastern Recipes Club - Singapore Recipe. LeanPub**

https://leanpub.com/asianeasternrecipesclub-singaporerecipes/

[2020]

M. H. Goh. Learn By Examples - A Quick Guide to Graphics and Design with Dia, GIMP and Inkscape

https://leanpub.com/learnbyexamples-aquickguidetographicsanddesignwithdiagimpandinkscape/

[2019]

M. H. Goh (2019). Learn By Examples - A Quick Guide to Data Mining using Weka and Java using Weka. LeanPub

https://leanpub.com/aquickguidetodataminingwithwekaandjavausingweka/

[2019]

M. H. Goh (2019). Learn By Examples - A Quick Guide to Data Mining using Weka and RapidMiner . LeanPub

https://leanpub.com/aquickguidetodtaaminingusingrapidminerandweka/

[2018]

M. H. Goh (2018). Learn By Examples - A Quick Guide to Java Programming for Text Mining and NLP. LeanPub

https://leanpub.com/javaprogrammingfortextminingandnlp/

[2018]

M. H. Goh (2018). Learn By Examples - A Quick Guide to Introduction to Data and Text Mining using DSTK 3. LeanPub

https://leanpub.com/learnbyexamples-introductiontodataandtextminingusingdstk3/

[2017]

M. H. Goh (2017). Learn By Examples - A Quick Guide to IoT with Arduino and Data. LeanPub

https://leanpub.com/learnbyexamples-IoT/

[2016]

M. H. Goh (2016/17). Learn By Examples – A Quick Guide to Data Science with Python. LeanPub

https://leanpub.com/quickguidetodatasciencewithpython/

[2016]

M. H. Goh (2016). Learn By Examples – A Quick Guide to C# Programming. LeanPub

https://leanpub.com/learnbyexamples_csharp_programming/

[2016]

M. H. Goh (2016). Data Science in Hospitality and Tourism Businesses. Institute of Management Specialists

[2010]

M. H. Goh (2010). Singapore University of technology and Design – The Rise of Singapore Fourth University. Universitas 21 Global

Eric M. H. Goh, (n.d.). Data Scraping from Speech to Text. Retrieved April 03, 2018

https://www.codeproject.com/Articles/1236865/Data-Scraping-from-Speech-to-Text

Eric M. H. Goh, (n.d.). Data Scraping from Image using Tesseract. Retrieved April 03, 2018

https://www.codeproject.com/Articles/1237204/Data-Scraping-from-Image-using-Tesseract

Eric M. H. Goh, (n.d.). Web Scraping using Regular Expression and HtmlAgility. Retrieved April 03, 2018

https://www.codeproject.com/Tips/1237202/Webscraping-using-Regular-Expression-and-HtmlAgili

PROJECTS

[2017 – 2018]

DSTK - Data Science Toolkit 3 (Statistics, Data and Text Mining, Machine Learning, 2018)

- ○ **DSTK - Data Science Toolkit 3** is a set of data and text mining softwares, following the CRISP DM model. DSTK offers **data understanding** using statistical and text analysis, **data preparation** using normalization and text processing, **modeling and evaluation** for machine learning and statistical learning algorithms. It is based on the old version DSTK at https://sourceforge.net/projects/dstk2/ **ChartPlotter** is a New Addition to the DSTK softwares, and it allows you to build interactive Plotly JS charts and dashboards in minutes, using only mouse clicks. **DSTK Studio** allows you to build recommendation and prediction data products. **DSTK 3 consists** of **DSTK Engine**, **DSTK ScriptWriter**, **DSTK Studio**, **DSTK Text Explorer**, and **DSTK ChartPlotter**. DSTK Engine is R simplified, focusing on Data Mining. DSTK ScriptWriter offers GUI to write script for DSTK Engine. DSTK Studio offers SPSS Statistics like GUI for data mining, DSTK Text Explorer offers GUI for Text Mining, and DSTK Chart Plotter offers GUI for data visualizations.

Technologies: C#, Java, R

https://dstk2.sourceforge.io/

[2017 – 2018]

DSTK - Data Science Toolkit (Statistics, Data and Text Mining, Machine Learning, 2017, used in NTU QS World University Ranking Project)

- A data science workbench that offers statistical analysis, data visualizations, predictive analytics, text analytics (POS Tagging, name-entity, text classification/ clustering, and text link analysis). Hosted at sourceforge.net. **DSTK - Data Science Toolkit (NTU version) is used in Nanyang Technological University's (NTU) QS World University Ranking project, and I have written a guide and passed it down.**
Technologies: C#, Java, Python, R

https://dstk2.sourceforge.io/

[2017 – 2019]

JATI - Just Another Tesseract Interface (OCR, 2018, used in NTU QS Mobile Apps Project)

- Tesseract OCR is an open-source, highly accurate image-to-text converter. Nevertheless, Tesseract OCR provides only a command line interface. JATI is just another interface to the Tesseract OCR engine, providing GUI interface to convert an image to text. It can do batch conversion, including converting only portion of the image into text. **This software is used in Nanyang Technological University's QS Mobile Apps Project.**
Technologies: C#, Java, Python, R

https://dstk2.sourceforge.io/

[2022 – 2022] **JATE - Just Another Text Editor (2022)**

- JATE or Just Another Text Editor is a simple and small text editor that has syntax highlighting to edit HTML, Javascript, PHP, SQL, C/C++, Python, R, Java, C#, Lua, VBA, Markdown, Pascal, Tex/Latex. It can compile. C, C++, Java codes. JATE can also do maths equations using solve, expand, simplify, derivative, limit, sum functions of Yet Another Computer Algebra System (YACAS), and plot 2D and 3D graphs using GNUPlot. JATE also has MD5/SHA hash tool, Encrypt Text tool, Text to Speech tool, and Regular Expression Tester Tool. **JATE is a replacement for QuillEdit and DSTK ScriptWriter, and can help my University of the People students in Python course.**
Technologies: C#

https://dstk2.sourceforge.io/

[2019 – 2019] **YADBS - Yet Another Database Studio (Database, 2019)**

- YADBS - Yet Another Database Studio is a tiny and fast MySQL Database GUI. YADBS has MySQL Connections Interface, MySQL SQL script to datagrid view, and csv to SQL converter, and SQL insert, delete, select, update GUI. **This is a software I created for my Kaplan student to help them in the data warehouse assignment for PDAM.**
Technologies: C#, MySQL

https://dstk2.sourceforge.io/

[2020 – 2020] **JAETL - Just Another ETL Tool (ETL, 2020)**

- JAETL - Just Another ETL tool is a tiny and fast ETL tool to develop data warehouse. JAETL allows to Extract data from ARFF (Weka), CSV, and SQL, Transform the data with join, replace missing values, remove duplicates, mapping filtering, variable selection, and Load the data into SQL server and export to CSV and ARFF. **This is a software I created for my Kaplan student to help them know ETL for PDAM.**

Technologies: C#

[2012 – 2013] **SwiftMiner (Data and Text Mining, Machine Learning, 2013)**

- An advanced text classification system to correctly categorize unstructured product descriptions input from customers into Singapore Custom HSCodes within ~1 seconds.

Technologies: C#

https://dstk2.sourceforge.io/

[2006 – 2006] **QuillEdit (My first C# software, 2006)**

- QuillEdit is an enhanced notepad (maybe Wordpad also) replacement. It includes all the features in notepad plus Math equation editor, Symbolic calculator, graph plotter, FireEdit syntax highlighter, spelling checker, word counter, and MDI interfaces. **I learn C# programming (FOOP and AOOP) at Ngee Ann Polytechnic and developed this QuillEdit software so that I can write x^2 in a nicer way.** Mackichan Scientific Notebook used by Ngee Ann Polytechnic needs to be on Campus then can use. I created QuillEdit, and QuillEdit has Equation Editor that exports Latex, and the Latex is put into Yet Another Computer Algebra System (YACAS) to do maths problems and output results in Latex. The Latex is converted to images. Mackichan Scientific Notebook also uses Latex and Mupad Computer Algebra System. I used a lot of libraries at that time because I learnt C# progarmming from Ngee Ann Polytechnic not long.
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Technologies: C#

https://dstk2.sourceforge.io/

[2016 – 2016] **JATAS and JAOSS (statistics, data and text mining, machine learning, 2016)**

- Both JAOSS and JATAS are online data mining and text mining systems that allows quick-to-go analytics, available everywhere, for users to use before proceeding to more advanced tools such as SPSS Statistics & Modeler or SAS Enterprise Miner.

Technologies: R, R Shiny

https://dstk2.sourceforge.io/

[2017 – 2017] **JABFR - Just Another Batch File Renamer (2017)**

- JABFR or Just Another Batch Files Renamer is a simple and small file renamer program. It allows you to rename many files at one go. **This is a software I created for my University of the People students to show them how to create software at sourceforge.net and github using Java .**

Technologies: Java

https://dstk2.sourceforge.io/

[2020 – 2020] **YARET - Yet Another Regular Expression Tool (2020)**

- YARET or Yet Another Regular Expression Tools is a Simple Regular Expression Tools or tester. **This is a software I created for my University of the People students to show them how to create software at sourceforge.net and github using Python. This is a GUI software and compiled to .exe.**

Technologies: Python

https://dstk2.sourceforge.io/

[2011 – 2011] **Cost Effective Pneumatic Sensors (product design, engineering, 2011)**

- Designing a sets of pneumatic sensors using pitot tubes, coke bottles and etc. to measures fluid pressure and fluid flow speed. The objective is to create low cost, disposable sensors. **This project is created while working at the Singapore University of Technology and Design (SUTD)**.

Technologies: C Programming, Arduino, 3D Printer, Autodesk Inventor, Solidworks

https://dstk2.sourceforge.io/

[2007 – 2007] **Chameleon Helper (product design, engineering, 2007)**

- A decorative timing device to help restaurant provides better services by signalling waiter about customer waiting time. **This Project won Tan Kah Kee Young Inventors' Merit Award in 2007 while in Ngee Ann Polytechnic.**

Technologies: PIC26F84 interfacing, C programming

https://dstk2.sourceforge.io/

[2019 – 2019] **Writer Helper (2019)**

- WriterHelper consist of WordNet Dictionary, WordNet Thesaurus, Plagiarism Checker, Encryption using TripleDES, and AES. **This is a software I created for my student to write research report.**

Technologies: C#

https://dstk2.sourceforge.io/

[2022 – 2022] **JAFG - Just Another FFmpeg GUI (FFmpeg, 2022)**

- JAFG or Just Another FFmpeg GUI is an interface to FFmpeg. JAFG allows conversion of audio to audio file, conversion of video to video files. JAFG allows changing of the Audio Bitrate, Audio Sampling Rate, Audio Channels, Video Codec, Video Bitrate, Video Size, Aspect, Framerate. JAFG also allows converting to DVD, DV, VCD, SVCD and can be pal, ntsc, film.

Technologies: C#, FFmpeg

https://dstk2.sourceforge.io/

[2022 – 2022] **JASC - Just Another Screen Capture (FFmpeg, 2022)**

- JASC - Just Another Screen Capture is a software that can record screens and capture screenshots. It is based on FFmpeg, and can convert video using JAFG - Just ANother FFmpeg GUI.

Technologies: C#, FFmpeg

https://dstk2.sourceforge.io/

[2022 – 2022] **JAYTD - Just Another YouTube Downloader (2022)**

- JAYTD or Just Another YouTube Downloader is a software that uses youtube-dl to download YouTube videos. It can download YouTube Video, download audio of YouTube Video, and convert videos using JAFG - Just Another FFmpeg GUI.

Technologies: C#

https://dstk2.sourceforge.io/

[2022 – 2022] **JAAR - Just Another Audio Recorder (2022)**

- JAAR or Just Another Audio Recorder is a software that is can record audio. It is based on NAudio library.

Technologies: C#

https://dstk2.sourceforge.io/

[2022 – 2022] JAFS - Just Another File Shredder (2022)

    ◦ JAFS or Just Another File Shredder is a software that is able to shred files using random bytes..

Technologies: C#

https://dstk2.sourceforge.io/

[2022 – 2022] JASF - Just Another Secure Folder (2022)

    ◦ JASF - Just Another Secure Folder is a software to lock and unloack your folders.

Technologies: C#

https://dstk2.sourceforge.io/

[2022 – 2022] JAFE - Just Another File Encrypter (2022)

    ◦ JAFE - Just Another File Encrypter is a simple file encrypter software.

Technologies: C#

https://dstk2.sourceforge.io/

[2022 – 2022] JAEE - Just Another Equation Editor (2022)

    ◦ JAEE - Just Another Equation Editor is an Equation Editor using Latex. It can allow Latex input and convert them to images. You can save the image or copy the image. This software is inspired by KLatexFormula, but uses CSharpMaths Library. I do not know what KLatexFormula uses.

Technologies: C#

https://dstk2.sourceforge.io/

[2022 – 2022] JAQRGen - Just Another QR Generator (2022)

    ◦ JAQRGen - Just Another QR Code Generator is a n easy to use QR Code Generator. JAQRGen used the SkiaSharp QR Code library.

Technologies: C#

https://dstk2.sourceforge.io/

[2022 – 2022] JARET - Just Another Regular Expression Tool (2022)

    ◦ JARET: Yet Another Regular Expression Tools is a Simple Regular Expression Tools.

Technologies: C#

https://dstk2.sourceforge.io/

RECOMMENDATIONS

Software Engineer

Name: Claire Lin Huining

Ming Hui was a diligent student back when we were class mate. He is actually a very helpful and approachable friend when you get to know him well. He was also very focused with his work and is passionate about technology related topics. I believe he will strive his best in whatever goals he wants to achieve.

Technology Risk Management - Asia Head

Name: Sachin Nair (CyberSecurity | CISSP | CDPSE | CISM | CISA | CEH |)

I have known Ming Hui for over 2 years during my stunt at NUS for Masters Course. He is dedicated, sincere and hardworking and has always gone the extra mile to ensure delivery for the team and project as whole. He looks very silent but targeted and focused. He is clear on what he wants in his life. Ming Hui is a positive, down to earth at the same time energetic, aggressive and enterprising person with great interpersonal and technical skills. I wish him the very best in his future assignments.

IT Support Engineer at NEC Asia Pacific Pte Ltd

Name: Lawrence Tan

MingHui was a diligent student and he gave his best during his studies in the poly. He is helpful and willing to help people who struggled. He participated in a competition in Japan representing the school for a robotics competition. He is also a good friend to be with.