



# Heng Jian Shun

A former researcher-turned-aspiring analyst, I seek to craft data-driven narratives that power decisions in fast-paced industries; action is king, data subservient.



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## EDUCATION

**London Business School (LBS)** **London** **2022 - 2023**

**Masters in Analytics and Management (Business Analytics)**

- 3-month consulting project with SCOPEinsight, a Netherlands-based Agribusiness Intelligence firm; collaborated with CEO and product owner and delivered a business model and market research report

**National University of Singapore (NUS)** **Singapore** **2017 - 2021**

**Bachelor of Social Sciences (Economics) | Specialisation in Applied & Policy Economics**

- First Class Honours, GPA: 4.85 / 5.0
- Dean's Scholars List – Top 1% of students within faculty, 2019/2020
- Dean's List – Top 5% of students within faculty, 2018/2019
- Student Exchange Programme to Stockholm School of Economics **Sweden**

## RELEVANT EXPERIENCE

**Decathlon** **Singapore** **2023 (5 months)**

**Data Science Intern**

- Spearheaded an unprecedented country-level fraud detection and refund abuse project involving fortnightly discussions with operations manager and finance team; built an automated rule-based and Machine Learning model, and launched dashboards to minimise manual man-hour refund tracking
  - Identified 2 past known fraud cases amounting to ~\$10000 during backtesting and flagged more than \$100000 of refunds as potential abuse from customers
  - Dashboards and findings were actively used at the leading team's board meetings to propose a reversal to and an implementation of 2 major company policies
- Helmed a joint venture with external statutory board SportSG through geographical dashboarding and crafting strategic recommendations for the Swimming department. Presented findings to SportSG's senior management
- Initiated a store expansion roadmap and presented prototype dashboard to country Expansion Leader; identified 2 prime locations for new store openings within the next business year
- Performed same-day data extraction (SQL) and big-data manipulation (Python and PySpark) for ad-hoc data requests from various arms (CRM, Sustainability, Store Leaders, etc.)

**Harrods** **London** **Luxury Retail** **2023 (3 months)**

**Project Data Lead, Data Consulting Industrial Attachment**

- Led an ethnically and professionally diverse team to work with company's Insights Analytics and Data team on a persona lifecycle analysis project; findings were presented to senior management
- Expanded upon the existing static company-adopted persona K-medoids clustering model to allow internal stakeholders to determine a correct time to re-assign accurate personas to customers
- Feature engineered early predictors of key customer personas, increasing accuracy of early persona assignment by 5 times. Thereafter, delivered specific marketing campaign recommendations for early customer acquisition

**National University of Singapore** **Singapore** **2021 - 2022 (1 year, full-time)**

**Researcher (Marketing Department), SPIRE Initiative**

- Collaborated with a team of 3 professors on a 4-year project that studied the rise of the Chinese Communist Party and conveyed conditional logit, spatial and mediation analysis results effectively
- Presented accurate findings to principal investigator after executing natural language processing analysis and data visualisation to increase a foreign bank's efficiency of debt collection
- Carried out field research and live interviews with 160 taxi drivers; responses were analysed in a Behavioural Economics paper that was eventually published in the Management Science journal

### Technical Skills:

Python R Programming SOL  
STATA PySpark Statistics  
Econometrics Machine Learning

### Software / Tools:

Tableau Databricks  
OneMap API Github  
Anylogic Vensim

### Interests:

Table Tennis (Comp.) Volleyball  
Photography Board Games  
Piano (12 years, self-taught)