



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 Isolation Forest 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 – new customers with 4 months of data are now at least 5 times more likely to be correctly assigned initial personas – and 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](#) [SQL](#)
[STATA](#) [PySpark](#) [Statistics](#)
[Econometrics](#) [Machine Learning](#)

Software / Tools:

[Tableau](#) [Databricks](#)
[OneMap API](#) [Github](#)
[Anylogic](#) [Vensim](#)

Interests:

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