

YUE JING YING

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PERSONAL STATEMENT

I am currently a final year undergraduate at the National University of Singapore, majoring in Business Analytics (Marketing Analytics) and minoring in Language Studies (Korean). I am passionate about analytics and delivering valuable insights through data. I am also interested in web development and programming.

Throughout my years of studies thus far, I have picked up and polished both soft and technical skills. Through joining Choir and English Drama in Junior College, I realised the importance of teamwork and trust. I learnt how to be a team player, how to work and communicate well with others and to believe in my fellow members. In University, I acquired technical skills in areas such as data analysis, data visualisation, web development and programming. With knowledge in diverse domains, I believe I possess the ability to make meaningful contributions to your company.

While pursuing my studies, I have also interned as a Data Engineer at Micron Technology, where I revamped the existing Training and Development Dashboard for the Talent Management team and created an Issue Tracker Report for the Front End Materials team. Both of these solutions involved data automation, which greatly helped to reduce unnecessary man hours spent on manual reporting. This position not only honed my meticulousness and time management skills but also allowed me to experience working in a professional and fast-paced work environment while putting my technical skillsets to use.

I am looking for an analytics-based full-time position after I graduate, but am open to web development or programming-related positions as well. I hope that by applying the technical and soft skills I own, I will be able to add value and make a positive difference in your company.

I am eager to learn and will not be deterred when faced with challenges. Despite my lack of experience, I am a hard worker and a quick learner. If given the opportunity, I am confident that my motivation and commitment will make me a beneficial addition to your company.

EDUCATION

National University of Singapore (NUS)

Aug 17 – Present

- Bachelor of Science – Business Analytics with Marketing Analytics Specialisation (Major), Language Studies – Korean (Minor)
- Current Cumulative Average Point (CAP): 4.31 (Expected 2nd Class Honours - Upper)
- Expected Date of Graduation: May 2021

Kyung Hee University, Korean Immersion Programme

May 18 – Jun 18

- Gained insights into Korean culture through active participation in project meetings and networking with teachers and students from two universities
- Honed interpersonal skills through working with a team of 14 students from different backgrounds

National Junior College (NJC), Integrated Programme (IP)

Jan 11 – Dec 16

- Singapore-Cambridge General Certificate of Education Advanced Level (GCE A-Level)
- Subjects: H2 Physics, H2 Chemistry, H2 Mathematics, H2 Economics
- Co-Curricular Activities (CCA): Choir, English Drama

WORK EXPERIENCE

Zeemart (Capstone Project)

Aug 20 – Nov 20

- Assembled a machine learning model to automatically categorise products when uploaded to the procurement platform, reducing man hours spent on manual categorisation
- Built a regex pipeline to normalise product prices to a common unit of measurement for easy comparison across different suppliers
- Created a product recommendation system to recommend similar items to buyers based on their past transactions, improving user experience
- Designed a Tableau dashboard for the company to draw user insights and analyse buyer/supplier behaviour

Micron Technology, Global Procurement Data Engineer (Internship)

Dec 19 – May 20

- Revamped the existing Training and Development Dashboard and automated KPI tracking, minimising the amount of manual reporting done by the Talent Management

team

- Created an Issue Tracker Report for the Front End Materials team to automatically consolidate and disseminate issues to relevant teams/stakeholders, reducing man hours spent on reproducing and sending such reports every week

Great Eastern, Administrator (Part-time)

Dec 16 – Jun 19

- Assisted with filing for hospitalisation and accident claims through filling in and submission of claim forms such that they are sent well ahead of time, ensuring successful claims for clients
- Aided with the purchase of travel insurances by liaising with clients and buying on their behalves, resulting in increased sales for the company

ACHIEVEMENTS

UC San Diego

Certificate of Achievement – DSE230X

Aug 20

- Completed DSE230X: Big Data Analytics Using Spark, a course of study offered by UCSanDiegoX, an online learning initiative of UC San Diego

Harvard University

Certificate of Achievement – CS50W

Jul 20

- Completed CS50W: CS50's Web Programming with Python and JavaScript, a course of study offered by HarvardX, an online learning initiative of Harvard University

National University of Singapore

NUS-EMC Business Analytics Innovation Challenge

Mar 20 – Apr 20

- Awarded the Certificate of Excellence for emerging as 1 of the top 8 final teams

Certificate of Proficiency in Korean Language – Intermediate

Jun 19

- Completed Korean 3 and 4 modules

Certificate of Proficiency in Korean Language – Elementary

Jul 18

- Completed Korean 1 and 2 modules

Orbital Programme – Project Gemini (Intermediate)

May 18 – Sep 18

- Presented to a panel of judges and was awarded the intermediate level of achievement out of 203 teams

National Junior College

College Colours Award 2016

Jul 16

- Awarded for attaining a Certificate of Accomplishment at the Singapore Youth Festival Arts Presentations 2016

Singapore Youth Festival 2016, English Drama

Apr 16

- Represented the College and obtained the Certificate of Accomplishment

2015 Edusave Merit Bursary

Nov 15

- Awarded for being in the top 25% of the College's level and course in terms of academic performance

2014 Edusave Good Progress Award

Nov 14

- Award for being in the top 10% of the College's level and course in terms of improvement in academic performance

College Colours Award 2013

Jul 13

- Awarded for attaining a Certificate of Distinction at the Singapore Youth Festival Arts Presentations 2013

Singapore Youth Festival 2013, Choir

Apr 13

- Represented the College and obtained the Certificate of Distinction

2012 Edusave Certificate of Academic Achievement

Nov 12

- Awarded for being in the top 25% of the College's level and course in terms of academic performance

PROJECTS

Geospatial Analysis of COVID-19 in the United States

Sep 20 – Nov 20

- Identified potential risk factors of COVID-19 in the United States
- Concepts: Geospatial Analysis (Point Pattern Analysis, Hypothesis Testing, Spatial Autocorrelation, Spatial Autoregression, Spatial Interpolation)
- Tools: R
- Completed under BT4015 Geospatial Analytics

Heart4U

Jun 20

- Built a photo sharing networking service, where users can apply filters to photos before uploading and sharing them with their followers
- Concepts: Web Development
- Tools: Python (Django), JavaScript (CamanJS), HTML, CSS (Bootstrap)
- Completed under CS50W Web Programming with Python and JavaScript

Pizza Frenzy

Jun 20

- Built a web application for handling Pinocchio's Pizza & Sub's online orders, where customers can browse the restaurant's menu, add items to their cart and submit orders while restaurant owners can add/update menu items and view orders that have been placed
- Concepts: Web Development
- Tools: Python (Django), JavaScript, HTML, CSS (Bootstrap)
- Completed under CS50W Web Programming with Python and JavaScript

Flack

Jun 20

- Built an online messaging service where users can login with a display name, join/create channels and send/receive messages in real-time
- Concepts: Web Development
- Tools: Python (Flask), JavaScript (Socket.IO), HTML, CSS (Bootstrap)
- Completed under CS50W Web Programming with Python and JavaScript

Just Books

Jun 20

- Built a book review website where users can search for books, view and leave reviews
- Created an API where users can query for book details and reviews programmatically
- Concepts: Data Management, Web Development, APIs
- Tools: Python (Flask), SQL (PostgreSQL), JSON, HTML, CSS (Bootstrap)
- Completed under CS50W Web Programming with Python and JavaScript

Energy Price Forecasting

Mar 20 – Apr 20

- Developed a package to perform Uniform Singapore Energy Price (USEP) forecasting
- Built a Tableau dashboard to visualise overall statistics and relational drilldowns
- Concepts: Natural Language Processing, Machine Learning, Forecasting, Data Visualisation
- Tools: Python, Tableau
- Completed during the NUS-EMC Business Analytics Innovation Challenge 2020

Food Recommendation System

Oct 19 – Dec 19

- Analysed what customers liked/disliked about Amazon food products from online reviews
- Recommended similar products by matching product reviews with characteristics of other products
- Concepts: Neural Networks, Cosine Similarity, Natural Language Processing
- Tools: Python
- Completed under BT4221 Big Data Techniques and Technology

Sentiment Analysis and Topic Modelling of Hotel Reviews

Oct 19 – Nov 19

- Created a standardised positive/negative hotel review classifier to provide customers with a more precise representation of hotel performance
- Analysed areas of customer satisfaction/dissatisfaction from hotel reviews to allow hotels to plan their next course of action to improve services
- Concepts: Sentiment Analysis, Machine Learning, Topic Modelling, Natural Language

Processing, Neural Networks

- Tools: Python
- Completed under BT4222 Mining Web Data for Business Insights

Plannerly

Jan 19 – Apr 19

- Analysed and extracted relevant data from a NUS synthetic student dataset
- Created a web application to aid NUS students in their module planning process through features like enrolment information, path boards, comparison charts, preferences and recommendations
- Concepts: Data Analysis, Web Development
- Tools: Python, HTML, CSS, JavaScript, Vue.js
- Completed under BT3103 Application Systems Development for Business Analytics

Foreign Exchange Trading

Aug 18 – Nov 18

- Built a foreign exchange trading algorithm to generate as much positive returns as possible during a fixed time period
- Generated 5.7% positive returns when backtested on rates from April 2018 to June 2018 on QuantConnect
- Concepts: Machine Learning, Logistic Regression, Long Short-Term Memory, Moving Average Crossover
- Tools: Python, QuantConnect
- Completed under BT2101 Decision Making Methods and Tools

ShareNUS

May 18 – Sep 18

- Created an Android mobile application to make the buying and selling of used, unwanted notes and textbooks easier and more convenient for NUS students
- Concepts: Mobile Development
- Tools: Java, HTML, XML, Android Studio
- Completed under CP2106 Independent Software Development Project (Orbital)

Social Media Dashboard

Apr 18 – May 18

- Analysed and extracted relevant social media data from dataset provided by Sid's

Cookies Ltd

- Produced a multi-paged dashboard to assist the company in learning more about their potential customers and when and where is the best to post social media content
- Concepts: Data Management, Data Analysis, Data Visualisation
- Tools: SQL (MySQL), Tableau
- Completed under BT2102 Data Management and Visualisation

TECHNICAL SKILLS

Programming Languages	CSS	Proficient
	HTML	Proficient
	Java	Proficient
	Python	Proficient
	SQL	Proficient
	JavaScript	Intermediate
	R	Intermediate
	MATLAB	Basic
Frameworks	Bootstrap	Proficient
	Flask	Proficient
	Django	Proficient
Software	Microsoft Office	Proficient
	SQL Server Reporting Services (SSRS)	Proficient
	Tableau	Proficient
	Apache Spark	Intermediate
	Microsoft InfoPath	Intermediate
	SQL Server Management Studio (SSMS)	Intermediate
	Adobe Photoshop	Basic
	Android Studio	Basic
	Hadoop	Basic
	Microsoft SharePoint	Basic
	SQL Server Integration Services (SSIS)	Basic

CO-CURRICULAR ACTIVITIES

National Junior College

Tan Tock Seng Hospital, Student Volunteer

May 15 – Jul 15

- Conducted activities with patients

English Drama, Member**Jan 15 – Dec 16**

- Stage crew for 2016 Dramafest school production

Junior High Choir, Member**Jan 12 – Dec 14**

- Performed in Cantabile 2012 school concert
- Performed for 2012 Chinese New Year celebratory concert
- Performed for 2012 College Day concert
- Performed for 2012 National Day celebration
- Performed in Cantabile 2013 school concert
- Performed for 2013 Chinese New Year celebratory concert
- Performed for 2013 College Day concert
- Performed for 2013 National Day celebration
- Performed for 2013 Northwest Community Development Council (CDC) fundraising concert
- Performed in Cantabile 2014 school concert
- Performed for 2014 Chinese New Year celebratory concert

Funtasia, Welfare Representative**Apr 14**

- Proposed an effective budget plan for the bi-annual funfair that minimised unnecessary spending
- Meticulously managed funds and collated receipts of all purchases such that they can be accounted for, making sure that expenditure stayed within budget

Sembawang Primary School, Student Tutor**Jun 13**

- Tutored Primary 6 students in Mathematics