

YUE JING YING

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PERSONAL STATEMENT

I am currently a Year 3 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 solutions using analytical methods.

Throughout my years of studies thus far, I have picked up and improved upon both soft and technical skills. Through joining Choir and 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 programming, web development, data management and visualisation. 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 worked part-time as an Administrator for Great Eastern. My responsibilities in this role included assisting with filing for hospitalisation and accident claims as well as aiding in the purchase of travel insurances. This position has honed my meticulousness and time management skills while allowing me to experience working in a professional and fast-paced work environment at the same time.

I am looking for an analytics-based job at the moment, but am open to other related positions as well. I hope to apply both soft and technical skills I own to add value to your company. I also wish to enhance my knowledge in my area of study and to gain valuable experience to grow professionally.

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 (Honours) with Marketing Analytics specialisation, Language Studies – Korean (Minor)
- Current Cumulative Average Point (CAP): 4.26 (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 (B), H2 Chemistry (A), H2 Mathematics (A), H2 Economics (B)
- Co-Curricular Activities (CCA): Choir, English Literary Drama & Debate Society (ELDDS) – Drama

WORK EXPERIENCE

Micron Technology, Global Procurement Data Engineer (Internship)

Dec 19 – May 20

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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

National University of Singapore

Certificate of Proficiency in Korean Language – Intermediate

Jun 19

- Completed Korean 4 module

Certificate of Proficiency in Korean Language – Elementary

Jul 18

- Completed Korean 2 module

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

CO-CURRICULAR ACTIVITIES

National Junior College

Tan Tock Seng Hospital, Student Volunteer

May 15 – Jul 15

- Conducted activities with patients

ELDDS – 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

TECHNICAL SKILLS

Programming	Python	Proficient
	Java	Proficient
	R	Intermediate
	MATLAB	Basic
Web Development	HTML	Intermediate
	CSS	Intermediate
	JavaScript	Basic
	XML	Basic
Data Management	SQL	Proficient
	SSMS	Proficient
	SSRS	Proficient
Visualisation	Tableau	Proficient
Software	Microsoft Office	Proficient
	Android Studio	Intermediate
	Hadoop	Intermediate
	Spark	Intermediate
	InfoPath	Basic
	SharePoint	Basic
	Photoshop	Basic

PROJECTS

Food Recommendation System **Oct 19 – Dec 19**

- Completed under BT4221 Big Data Techniques and Technology
- Analysed what customers liked/disliked about Amazon food products from online reviews
- Recommended similar products by matching product reviews with characteristics of other products
- Used Python and Neural Network knowledge in the writing of the algorithm

Sentiment Analysis and Topic Modelling of Hotel Reviews **Oct 19 – Nov 19**

- Completed under BT4222 Mining Web Data for Business Insights
- Created a standardized positive/negative hotel review classifier through sentiment analysis and machine learning classification to provided customers with a more precise representation of hotel performance
- Analysed areas of customer satisfaction/dissatisfaction from hotel reviews through topic modelling to allow hotels to plan their next course of action to improve services
- Used Python, Natural Language Processing and Neural Network knowledge in the writing of the algorithm

Plannerly**Jan 19 – Apr 19**

- Completed under BT3103 Application Systems Development for Business Analytics
- Analysed and extracted relevant data from a NUS synthetic student dataset
- Created a web application on Vue.js to aid NUS students in their module planning process through features like enrolment information, path boards, comparison charts, preferences and recommendations
- Used Python, HTML, CSS, JavaScript and Microsoft Excel in the development of the application

Foreign Exchange Trading**Aug 18 – Nov 18**

- Completed under BT2101 Decision Making Methods and Tools
- Built a foreign exchange trading algorithm based on Logistic Regression, Long Short-Term Memory and Moving Average Crossover 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
- Used Python in the writing of the algorithm

ShareNUS**May 18 – Sep 18**

- Completed under CP2106 Independent Software Development Project (Orbital)
- Created an Android mobile application to make the buying and selling of used, unwanted notes and textbooks easier and more convenient for NUS students
- Used Android Studio, Java, HTML and XML in the development of the application
- Presented to a panel of judges and was awarded the intermediate level of achievement

Social Media Dashboards**Apr 18 – May 18**

- Completed under BT2102 Data Management and Visualisation
- Analysed and extracted relevant social media data from dataset provided by Sid's Cookies Ltd
- Produced 3 interlinked visualisation dashboards to assist the company in learning more about their potential customers and when and where is the best to post social media content
- Used Tableau and Microsoft Excel in the creation of the dashboards