JOSEPH LIM

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SKILLS

Programming Languages: Python (Pandas, NumPy, Matplotlib, Seaborn), SQL (MySQL, PostgreSQL, MS SQL), MATLAB

Machine Learning: Scikit-Learn, TensorFlow, Keras, PyTorch

Data Science & Tools: Data Science Pipeline (Preparation, Exploring, Modelling, Interpretation), Tableau, Looker, Excel, Power BI

EXPERIENCE

Data Analyst/Associate Producer – Zynga
Jan 2023 – Apr 2023 | Toronto, ON

- Developed SQL queries in MS SQL and used Python libraries (Pandas, NumPy) to streamline data collection, cleaning, and analysis on KPIs, increasing the efficiency of processes by more than 80%
- Built interactive reports and dashboards in Looker, Power BI and JIRA to help 10+ cross-functional teams gain valuable insights and make data-driven improvements to their sprint performances
- Analyzed project data using SQL by generating relevant statistics on resource availabilities and project durations to create project roadmaps in Excel, resulting in a 50% increase in project/OKR tracking efficiency for teams
- Collaborated with the FinOps team to create 15+ interactive Tableau dashboards that visualize resource management trends and establish resource forecasting among company teams/verticals, enabling data-driven decisions in resource allocation across the organization

Junior Product Analyst – NCSA & Zcruit
May 2022 – Aug 2022 | Chicago, IL

- Performed data visualization and analysis across 3 products using Heap by defining KPIs and usage metrics, generating insights on 10,000+ daily users to aid in product decisions and drive improvements in features/functionalities
- Successfully led a feature improvement project for Zcruit by effectively translating a product plan into user stories for engineers and designers, resulting in a 25% increase in UX measures
- Analyzed 300+ feedback tickets in ProdPad from NCSA customers to identify key trends and leveraged these insights to plan for future OKRs, resulting in a more targeted product development

Junior Product Manager – Front Rush
Sept 2021 – Dec 2021 | Chicago, IL

- Co-led the development of 2 products within Front Rush by working closely with cross-functional agile teams to define, plan, and prioritize product requirements, resulting in successful product launches
- Composed 50+ user stories in JIRA related to the development and implementation of new features for Front Rush's products, resulting in increased usage by 9,500+ teams and 30,000+ coaches
- Conducted 20+ coach interviews as part of the product team to gain a deeper understanding of athletic department processes and specific needs across various schools to optimize user experience and improve product functionality

PROJECTS

ASA DataFest Hackathon
Apr 2023 | Waterloo, ON

- Analyzed patterns/trends in a raw dataset related to an online Q&A platform using SQL and Python, showcased insights on a Tableau dashboard, and helped devise effective business strategies by suggesting data-driven improvements in lacking areas

NBA Data Analysis
Feb 2023 – Apr 2023 | Toronto, ON

- Built and trained an LSTM model using PyTorch that predicts future NBA season averages using historical averages from the past 40 years
- Developed SQL queries in MS SQL to explore player statistics extracted from an NBA API and created a player dashboard on Looker, highlighting key performance metrics that can be used for game predictions
- Utilized Python Libraries (Pandas, NumPy, Matplotlib) and an NBA API to create a script that generates player shot charts from any season, which can be leveraged to identify player's shooting tendencies and develop strategies for maximizing their performance

EDUCATION

University of Waterloo
Sept 2020 - Present | Waterloo, ON

- Candidate for Bachelor of Applied Science – Honors Systems Design Engineering
- Relevant Courses: Probability and Statistics, Linear Systems and Signals, Calculus 3, Matrices and Linear Systems
- Cumulative GPA: 3.90/4.00

Stanford Online/DeepLearning.AI – Machine Learning Specialization
Mar 2023 - Apr 2023 | Toronto, ON

- Courses: Supervised Machine Learning - Regression and Classification, Advanced Learning Algorithms, Unsupervised Learning – Recommenders – Reinforcement Learning
- Projects: Linear/Logistic Regression, Neural Networks, Decision Trees, K Means Clustering, Anomaly Detection