

# Lim Wen Long

HP: (+65) 98233326 | Email: [lim.long12330@gmail.com](mailto:lim.long12330@gmail.com)

Nationality: Singapore Citizen | [LinkedIn](#)

## Education

**National University of Singapore (NUS)**

**Aug 2023 - May 2027**

**Bachelor of Engineering (Honours) in Industrial Systems Engineering**

- Relevant Coursework:  
Data Structures and Algorithms, Operation Research, Programming for Data Science, Regression Analysis, Probability, Statistical Analytics, Machine Learning, Predictive Analytics, Database Management Systems, Big Data Analytics, Simulation

## Technical Skills

- Programming Languages: Python, Java, VBA (Visual Basic for Applications), HTML / CSS / Javascript, C / C++
- Data Visualization Software: Tableau, Google Looker Studio, R, Power BI, Domo, Blaze
- Data Management: SQL, DataSuite, MongoDB, Google BigQuery
- Data Analysis Techniques: Time Series Analysis, Regression Analysis, Decision Tree Analysis, Cluster Analysis, Segmentation Analysis

## Professional Experience

**Data Analyst, NUS Business Analytics Centre**

**Sep 2024 - Present**

- Automated admission processes with a single Python and PySpark script which significantly reduces manual effort and enables quicker decision-making for admissions stakeholders.
- Optimized SQL queries to improve the performance of critical admissions-related reports to reduce runtime and ensuring timely delivery of insights.
- Developed and maintained data pipelines to support the admissions process to ensure data accuracy and reliability for application reviews and decision-making.
- Created and implemented quality assurance tests to detect and address data inconsistencies in applicant record to improve overall data integrity.
- Designed dashboards and visualizations to provide valuable insights into application trends, acceptance rates, and candidate demographics for strategic planning for the program.

## Projects

**DSTA Brainhack Hackathon 2024**

**Jun 2024**

- Designed and prototyped a mobile application aimed at alleviating overcrowding in popular tourist attractions in Singapore.
- Conducted time series analysis and regression analysis on congestion trends at tourist hotspots, leveraging insights to inform feature prioritization and app functionality.
- Designed and visualized real-time crowd density heatmaps and predictive congestion alerts using Tableau and Google Looker Studio which enables actionable insights for app users.

## Co-curricular Activities

**Junior Analyst, NUS Business Analytics Club**

**Aug 2024 - Present**

- Developed machine learning models, including regression analysis and k-means clustering, to address real-world business challenges and optimize decision-making processes.
- Designed and delivered data visualizations to present trends and patterns to support strategic decisions for business stakeholders.
- Enhanced computer vision capabilities for image and video data analysis that improves data interpretation and business applications.