YEO FU KAI MARCUS

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EDUCATION

National University of Singapore (NUS) | NUS Overseas Colleges (NOC) | Scholar   **Aug 2022 - Present**
B.Sc in Data Science & Analytics (Honours), Minor in Computer Science & Quantitative Finance

- Vice-Director at NUS Statistics & Data Science Society and leading a team of 15 members
- Partnerships Executive of NUS Product Club comprising 25 members

EXPERIENCES

Shopee   **Singapore**
Data Analyst (Intern) | Regional Business Intelligence & Planning Team, CEO Office   **Aug 2023 - Dec 2023**

- Collaborated with regional stakeholders to build budget pipelines for Shopee Express & Services by Shopee
- Enhanced performance by optimising existing SQL queries, resulting in a 50% reduction in overall runtime
- Utilised PySpark to conduct time-series analysis, pinpoint stabilisation points to enhance the accuracy of net order forecasting for Shopee Marketplace.

Jumpstart Disruptive Innovations (JDI)   **Ho Chi Minh City, Vietnam**
Business Analyst (Intern) | LaunchJDI Team   **May 2022 - Aug 2023**

- Implemented A/B testing methodologies for Email Direct Marketing (EDM) campaigns to analyse customer engagement metrics and segment the existing customer base effectively
- Conducted in-depth market research efforts to gain a comprehensive understanding of client products to craft tailored go-to-market strategies for EdTech startups expanding into Vietnam
- Optimised lead generation and conversion using Apollo.io, LinkedIn Sales Navigator and Zoho CRM

Vertex Holdings (Subsidiary of Temasek Holdings)   **Singapore**
Software Developer & Data Scientist (Intern) | Partnerships Team   **Aug 2022 - Jan 2023**

- Curated a web scraper with BeautifulSoup and Selenium for tracking founders' profiles for deal-sourcing
- Implemented an API integration on Storyblok to streamline data processing for the business development team
- Utilised Neo4j graph database and Py2neo for feature engineering in evaluating potential startups
- Implemented unit tests using Django and Codecov to improve the overall test coverage for a web application

Home Team Science and Technology Agency (HTX)   **Singapore**
Data Scientist (Intern) | Cognitive Analytics Team   **Nov 2021 - March 2022**

- Analysed survey feedback from all 14 Ministry of Home Affairs departments through the use of Latent Dirichlet Allocation (LDA) topic modeling and created a model to classify textual responses with an 80% accuracy
- Conducted R&D on Automatic Text Summarization and drafted a report evaluating the multi-document summarization scene and various state-of-the-art models such as BART and BERT

ACHIEVEMENTS & PROJECTS

Twitter Sentiment Analysis
Classification of 100k tweets using natural language processing, evaluation of ML models like logistics regression, random forest and k-nearest-neighbours which includes hyperparameter optimisation using randomised search

Task Management System
Utilised MERN stack, which comprises MongoDB, Express.js, React.js, and Node.js to create, delete, update tasks

Retrieval-Augmented Generation for PDF files
Developed a context-aware query LLM system integrating LangChain with OpenAI's embeddings, facilitating intuitive information retrieval and response generation through relevance-based similarity search

TECHNICAL SKILLS

Programming Languages: Python, R, SQL, Java, Cypher, HTML/CSS, Javascript

Frameworks/Libraries: NumPy, Pandas, Scikit-Learn, TensorFlow, Keras, Spark, React, NodeJS, Express, LangChain, Django

Technologies: Git, Neo4j, PostgreSQL, MongoDB, Streamlit, Postman, AWS, REST, Codecov

Others: Tableau, Figma, Canva, Vensim, Microsoft Fabric, Google Suite, Zoho Suite