LE Duc Bao, Mark

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WORK EXPERIENCE

KIOTVIET TECHNOLOGY CORPORATION. (VIETNAM)   **May 2022 – Present**
Data Scientist – Product Discovery Team Lead
- Leads a team of 8 to build KiotViet Product Ontology and Product Matching using NER & S-BERT, including system architecture design, data enrichment, data annotation and model deployment. Increased the Product Matching accuracy from 35% to 78% and Product Industry Classification accuracy from 60% to 86%.
- Built and deployed models for Retailer Industry Classification using NLP techniques, improving Retailers' Industry Classification accuracy from 82% to 93%.

Data Analyst
- Built analytical dashboards to track app's performance and operational metrics.
- Built and deployed classification models to assess lending customers' credibility score and customer propensity score.

DATAPOT CO. LTD & FOREIGN TRADE UNIVERSITY (VIETNAM)   **May 2022 – Present**
Lecturer – Data Science in Business
- Gave lectures in Data Mining and SQL to university students.

SHOPEEPAY PTE. LTD. (SINGAPORE)
Data Analyst   **May 2021 – Nov 2021**
- Took charge of financial reports and metrics on financial products of ShopeePay
- Produced ad hoc reports, RFM customer segmentation and analysis.
- Built a model to detect anomalies in daily metrics, improving report's accuracy.
- Optimised SQL queries to reduce server resource consumption and improve query performance.

AIRPAY JSC. (VIETNAM) – Subsidiary of ShopeePay Pte Ltd (Singapore)
Senior Accountant/Business Intelligence Analyst   **Aug 2017 – Dec 2020**
- Designed dashboards and reports, drafted documentation to help local team keep track of the company's financial position.
- Performed periodically analytical review, analysed trends and user behaviour that discovered and pre-empted reporting errors.
- Automated the ETL process from AirPay backend system to accounting-ready data using Python & SQL, saving 100 man-hours monthly and improving reports' accuracy.

BAKER TILLY TFW LLP (SINGAPORE)
Audit Associate to Audit Senior   **Aug 2014 – Jul 2017**

EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY
- SCHOOL OF COMPUTING AND INFORMATION SYSTEM   **Jan 2021 – Apr 2022**
Master of IT in Business
- GPA: 3.99/4 – Deans' List
- Academic projects: US legal case classification using BERT; Insurance-related document classifier; Recommender System using Factorization Machines for Porcelain Skin Pte Ltd (a Singapore cosmetic company); Using CNN to classify X-ray images for Covid detection.

NATIONAL UNIVERSITY OF SINGAPORE, NUS BUSINESS SCHOOL   **Aug 2010 – May 2014**
Bachelor of Business Administration with Accounting (Honours)
- ASEAN Scholarship for outstanding students

UNIVERSITY OF SOUTHERN CALIFORNIA, MARSHALL SCHOOL OF BUSINESS **Jan 2012 – May 2012**
- Student Exchange Program

CERTIFICATES AND TECHNICAL SKILLS
- DeepLearning.AI TensorFlow Developer Specialisation; Deep Learning Specialisation
- Modernizing Data Lakes and Data Warehouses with GCP
- Tech stack: Python, SQL, PowerBI, Pytorch, Airflow, Docker, Elasticsearch