

Education

MASTER OF ANALYTICS – RMIT University – Melbourne, VIC

December 2021

Majors: Analysis of Categorical Data, Introduction to Statistical Computing, Data Visualisation and Communication, Forecasting, Regression Analysis, Time Series Analysis, Machine Learning, Data Wrangling.

BACHELOR OF BUSINESS (INFORMATION SYSTEMS) – RMIT University – Melbourne, VIC

December 2019

Majors: Use SQL, Integrate Database with a website. Model data Objects, Design a Database, Quantitative Analysis, Introduction to Management, Commercial Law

Skills

Python

Libraries: Numpy, Scikit-learn, Pandas, Pytorch, ggplot2

R Programming

Packages: dplyr, shiny, ggplot, tm, tidyr

Excel

Tools: Pivot Table, Pivot Chart, VLOOKUP, HLOOKUP, VBA

Visualization

Tools: Tableau
PowerBI

SQL

Software: MySQL

Projects

CUSTOMER ANALYSIS USING WASTON ANALYTICS DATASET (EDA) – Personal Project – Adelaide, SA

April 2023

- Applied data cleaning and preprocessing using **Pandas** and **NumPy** to prepare the dataset for analysis
- Utilized data visualization with **Seaborn** and **Matplotlib** to identify key insights in customer demographics and behavior
- Conducted exploratory data analysis, discovering age, gender, annual income, and spending score distributions of the customer
- Implemented clustering techniques (**K-Means** and **Agglomerative Clustering**) for customer segmentation, successfully dividing customers into different groups based on demographics and spending behavior
- Provided valuable insights for tailored marketing strategies targeting specific customer segments, leading to potential improvements in customer retention and acquisition

SHANGHAI COVID-19 2022 OUTBREAK ATTRIBUTION & FORECASTING ANALYSIS IN PYTHON

– Adelaide, SA

March 2022

- Applied **Web-scraping** to extract and receive daily updates of COVID-19 confirmation details from JHU CSSE and Shanghai Healthcare Commission
- Leveraged **Python** and **SQL** to accomplish data validation, processing, transformation, and integration in pipelines for data mining
- Performed causal analysis on infection rate, fatality rate and outbreak time-points based on self-made visualization dashboard in **Tableau**
- Developed 10+ univariate & multivariate forecasting models for predictive analysis and model comparison based on 4 robust evaluation metrics (Best: **LightGBM**)

PORTO-SEGURO SAFE DRIVER PREDICTION WITH XGBOOST (GOLD) – Personal Project – Adelaide, SA

July 2022

- Business Proposal: Adept at identifying problems, presenting solutions to stakeholders, and creating detailed project plans with funding allocation and time schedules, while also ensuring customer requirements are met.
- Wrangled and integrated data from independent sources to provide insights by strategic planning to influence business decisions for auto insurance pricing.
- Established metadata analysis framework to perform **imbalanced data processing, data mining, anomaly detection, missing value imputation, EDA**, and feature engineering in pipelines of anonymous feature selection (**from 110 to 28**)
- Developed fine-tuned XGBoost classifier with 10-fold CV to estimate the probability of claim initialization, resulting in a 9% lift in the evaluation score (Normalized Gini Coefficient) 0.285 (Second highest) after model iteration and optimization

Work Experience

SKYCITY ADELAIDE –TABLE GAMES – Adelaide, SA

September 2022 - Present

- Extensive experience in **customer service** and satisfaction as a table game dealer at SkyCity Adelaide
- Expertise in customer journey mapping, gained through observing customer behavior on the gaming floor
- Deep knowledge of customer experience development and its importance in customer satisfaction and retention
- Ability to manage customer complaints and resolve them in a timely and satisfactory manner
- Eye for detail and ability to identify areas for improvement to enhance the customer experience

ROMAN EVENTS – BUSINESS ANALYST (E-COMMERCE) – Melbourne, VIC - Adelaide, SA March 2021 - August 2022

- Utilized **Wordpress** and **Shopify** to create and manage the company website, Roman Events, ensuring seamless user experience and efficient product showcasing.
- Applied analytical skills and leveraged the **RFM model** to analyze customer segments, enabling targeted marketing and personalized customer engagement.
- Developed dashboards using **PowerBI** to analyze sales data, product categories, and customer preferences, providing insights into sales performance and areas for improvement.
- Conducted quarterly sales analysis and optimized product offerings based on sales performance and customer preferences, **reducing stock of low-performing products**, and enhancing offerings of high-performing ones such as roses and baby's breath.
- Implemented product upgrades and innovations based on sales analysis and customer preferences, achieving a 30%-50% growth in subsequent quarters.
- Oversaw the management of social media platforms to enhance brand visibility and customer engagement, contributing to overall business growth.

REVOLT ENERGY – DATA ANALYST INTERNSHIP – Melbourne, VIC

July 2021 - October 2021

- Built up **deep learning models** in **Python** to classify and identify unstructured electric data along with large-scale data processing, data transformation and data analysis.
- **Project Proposal** : Detailed **Business Requirements Documents** and **technical requirements documents**.
- Data Processing: Leveraged SparQL to collaborate and extract 1000w+ data and performed automatic feature engineering pipeline to save labor hour by 25%
- Data Modeling: Utilized **Python(PyTorch)** to construct image classifier with fine-tuned EfficientNetV2 model to achieve an accuracy rate of 93.2%
- Optimization: Participated in model iteration and optimization and created visualization dashboard to provide evidence and valuable insights for stakeholders for decision-making

Licenses & Certification

KPMG AU DATA ANALYTICS CONSULTING VIRTUAL INTERNSHIP – Adelaide, SA

January 2023