**Qiu Keyi**

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**Skill Highlights**

* Proficient and experienced in
  + Python
  + R
  + SAS
  + SPSS Modeller
  + Microsoft Excel
  + JMP
  + Tableau
* Real life applications of data analysis in varied fields ranging from manpower operations, medical data, marketing budgets and revenue data
* Strong understanding of statistical and analytical concepts

**Project Experience**

Analysis of factors in increasing medical bill claim cost with Great Eastern Life Assurance Co Ltd

* Worked with sensitive medical data with PDPA constraints
* Identified key claim cost drivers and patterns of chronic healthcare conditions leading to high claims
* Strategized with client HR to reduce medical cost for client using actionable insights from gained from data
* Identifying year-on-year healthcare trends of clients’ employees

Analysis of ROI on marketing spend with Nimbus Facility Services Pte Ltd

* Extracted and analyzed data and key metrics on online marketing spend
* Optimized limited marketing budget based on ROI insights

Analysis of Manpower Utilization for Housekeeping Services

* Extracted and analyzed housekeeping job data
* Segmented customers based on customer price point and acquisition source
* Analyzed job statistics and provided recommendations for pricing and packages

**Education Background**

**Pre-Tertiary Education**

Raffles Girls Secondary School (2006-2009)

Raffles Junior College (now known as Raffles Institution) (2010-2011)

* Achieved perfect University Admission Score of 90.
* Awarded MOE Humanities Scholarship for study of Humanities

**SUSS**

* Awarded SUSS Scholarship (2017)
* Consistently achieved one of the top CGPAs of BSBA Programme in every semester
* Current CGPA of 4.63

Relevant Analytics course results and achievements:

* ANL201 Data Visualization for Business: B+
  + Expertise in using Tableau to create visualizations to aid data understanding
* ANL251 Python Programming: A+
  + Achieved all round excellent grades showing proficiency with Python programming, including matplotlibs, numpy and jupyter.
  + Presented final project analyzing relationship between higher education and income levels in United States using Jupyter,
* ANL303 Fundamentals of Data Mining: A-
* ANL305 Association and Clustering: A
  + Expertise using SPSS Modeller to perform association and clustering using algorithms such as A priori, K means and Hierarchical clustering.
* ANL307 Predictive Modelling: A-
  + Expertise in using SPSS modeller to perform predictive modelling with understanding of various predictive models such as Decision Trees and Random forest, Neural Network and Linear / Logistic regression
* ANL312 Text Mining and Applied Project Formulation: B+
  + Expertise in text mining with SPSS Modeller
  + Presented final project with a model predicting audience reception of movies based on sentiment mining on Youtube comments. Applied text mining principles to unconventional text source (comments on movie trailers on Youtube), using R to extract and evaluate raw text, to predict audience rating of movies.
* ANL317 Business Forecasting: Current Term
  + Expertise in understanding of forecasting models such as ARIMA, dynamic regression and intervention models
  + Expertise in using SAS Studio in constructing and evaluating forecasting models
* ANL321 Statistical Methods: A-
  + Strong understanding of statistical methods and manipulation of statistical measures.
  + Expertise in usage of JMP to analyze statistical measures and build graphs.
* ANL355 Applied Operations Research: A
  + Strong understanding of optimization and decision tree problems in operations, with real life understanding
* ANL351 SAS Programming:and its Application: A-
  + Expertise in using SAS programming in statistical analysis and data manipulation

**Work experience**

Nimbus Facility Services Pte Ltd

Business Development and Operations

* Sales and marketing with role in operations analysis
* Spearheaded ad hoc projects analyzing various metrics in different business units
* Worked with operations team to optimize cleaning operations
* Currently exploring more coding and programming (Note.js, Postgres SQL) to aid in the company’s tech stack development under CTO Paul Copplestone

Great Eastern Life Assurance Co Ltd (2017-2019)

Group Insurance Marketing, Assistant Manager

* Handled key accounts of up to SGD 1 million
* Provided critical employee health and claims insights to clients’ HR departments based on claims and demographic data
* Utilized actionable data insights to negotiate for higher profit margins in client accounts