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Personal Statement

I am a Year 3 student pursuing a **Bachelor of Science (Honors) in Business Analytics** at the National University of Singapore, graduating in May 2019.

I read various multi-disciplinary modules ranging from Business, Data Structures & Algorithms to Data Analysis and Statistics. This broad based educational experience has helped me to adapt to various different working environments. Over the numerous internship and educational experiences that I have accrued, it has allowed me to develop 3 major aspects of my life to put me in greater stead for this upcoming internship.

A diversified and independent learner: I constantly look to diversify myself and never turn down an opportunity to learn. In that vein, I took up 2 contrasting internships in **PSA Corporation Limited** as a **Data Analytics Intern** and **grasia Private Limited** as a **Marketing Planner Intern**. The former allowed me to hone my technical skills practised in school such as R while taking on new programs such as SQL and data visualisation tool – Qlik Sense. The latter allowed me to sharpen my business acumen as I learnt more about regional markets in South East Asia and Digital Marketing with Google AdWords. This allows me to have a balance of both a Technical aspect as well as a Business aspect. Albeit taking up contrasting roles or assignments may only give me a basic introduction to a particular domain, these basics allow me to have the capacity to learn faster and more in depth about that domain. This prepares me well for a dynamic start-up environment as often times interns may be required to expand into other domains beyond what they have learnt in school.

Throughout my internship experiences, I have also developed a sense of independent learning. In particular, my experience at PSA Corporation Limited presented me with a steep learning curve. Despite my colleagues' attempts to help me, they were unfortunately too busy to devote much time to guide me and I realised that I had to take matters into my own hands. I invested additional hours after office to research about my particular problem and turned to the online community in Stack Overflow to address my queries. Through this, it made me more confident to learn independently and to take charge of the issues that I face. This is important as we are required to be resourceful in order to handle the adversity of a working environment where interns are expected to learn on the fly.

A competent multi-tasker: I strongly believe that one must learn to handle multiple commitments at once. This dates back to when I took up a Diploma in Banking, Securities and Investments while I was in Full Time National Service (2013-2015). This was an overwhelming task as I took night classes thrice a week after office hours. However, over time, I was able to cope with the rigour and I never looked back since. In January 2017, I was engaged with grasia Private Limited as an intern on a part time basis while studying the semester (AY 16/17 Sem 1) in NUS. Also, during the recent summer vacation (May '17 – July '17), I took up an Independent Software Development Module while pursuing the internship with PSA Corporation Limited mentioned earlier. This not only satisfies my hunger to learn but also nurtures me to be a competent multi-tasker.

A detail oriented team player: My experience at grasia Private Limited trained me in terms of my interpersonal and intercultural communication skills. Being a Japanese based company, a lot of my team members were from Japan. Despite the language barrier, I was able to communicate effectively amongst them. Not only that, my role as a Marketing Planner Intern required me to coordinate marketing plans with numerous regional clients. I played a crucial role of relaying information between clients and my Japanese supervisors. This taught me to become a more competent communicator and adaptable to culturally diverse settings. This experience also trained my precision as I had to monitor and liaise with many regional clients from Singapore to China. Also, it has built my mental tenacity as we were required to work as a team to deliver marketing plans to clients in a tight schedule. The limited time and resources trained me to communicate effectively amongst my team.

To bolster my skills as a team player while training my mental tenacity, I enjoy participating in various Hackathons. Through this, I was able to develop my mental endurance as I learn to work in a unit under high pressure situations to deliver a winning product.

Internship Objectives

I have relevant experience in Business, Marketing, Data Analytics as well as Programming. I hope to utilise these experiences to make use of data to provide business insights and ultimately help improve an organization's KPI. My diversified job experiences would also allow me to contribute in other areas beyond my expertise like Digital Marketing, Public Relations and Business Strategies with minimal time needed to learn. I hope to make a difference to the company and to forge lasting networks with my colleagues and superiors. Lastly, I am confident in my ability to cope in a fast paced working environment and look forward to learn as much as possible wherever I am posted to.

Education

Aug 2015 - Present	National University of Singapore Bachelor of Science (Honors) in Business Analytics (Course details in Appendix A)	Singapore
Jan 2013 – Dec 2013	Kaplan Higher Education Institute Diploma in Banking, Securities & Investment	Singapore
Jan 2010 - Dec 2012	St. Andrew's Junior College <ul style="list-style-type: none">• Singapore-Cambridge General Certificate of Education Advanced Level• Subjects: Mathematics (A), Economics (A)• 80 out of 90 Rank Points	Singapore

Work Experience

May 2017 – Aug 2017	PSA Corporation Limited (Infocomm Technology Division) <i>Data Analytics Intern</i> <ul style="list-style-type: none">• Tasked to create dashboards based on Qlik Sense for trend and time series analysis of fuel consumption and carbon emission• Created a dashboard to track Purchase Orders and related errors of unreconciled Orders• Trained a classifier algorithm using R to help identify these errors and suggest a recommended course of action to solve these issues• Practised data retrieval and processing via SQL	Singapore
Jan 2017 - May 2017	grasia Private Limited <i>Marketing & Advertising Planner Intern</i> <ul style="list-style-type: none">• Researched and offered marketing strategies to over 6 Japanese companies looking to break into South East Asia's market• In charge of digital marketing research and planning for various markets within Asia such as Philippines, Thailand and Indonesia	Singapore
May 2015 – July 2015	Dow Chemical (S) Pte Ltd <i>Financial Data Admin</i> <ul style="list-style-type: none">• Handled transaction receipts between Dow and various overseas companies under the Finance Department• Administrative duties inclusive of cross checking of financial receipts and incoming mail	Singapore

Scholastic Achievements/Extracurricular Activities

Sep 2017	DXC Technology: The Future of Innovation Hackathon - 1st Place <i>Business Summary: Created a personal Artificial Intelligence (AI) to capture data through personalized conversations with patients, to aid doctors in diagnoses for depression. Utilised Machine Learning, Microsoft Bot Framework as well as Voice-to-text analysis.</i>	Singapore
July 2017	BiZiT Festival 2017 - 1st Place <i>Business Summary: Modelled a classifier using 40,000 user posts on Singtel's Facebook page to improve efficiency of customer service officers. Singtel is one of 3 Singapore telecommunications company.</i>	Singapore
June 2017	Industry Preparation for Pre-graduates (iPrep) Programme <ul style="list-style-type: none">• Nominated by NUS School of Computing to be a part of the	Singapore

programme that helps prepare and equip pre-graduates with relevant skillsets and work experience through subsidized funding and exclusive internships

March 2017 – June 2017	Google Online Marketing Challenge 2017	Singapore
	<i>Business Summary: Given a \$250 AdWords budget by Google to develop and run an online advertising campaign for a business or non-profit organization over a three-week period. Ultimately garnered over 330 clicks and 22,072 impressions generating increased traffic to the target company's website using Google AdWords.</i>	
March 2017	NUS Quant Challenge 2017 – 11th out of 50 Teams	Singapore
	<i>Business Summary: Built alphas – mathematical models in combination with historical data to predict future price movements of securities.</i>	
June 2016 – August 2016	National University of Singapore School of Computing	Singapore
	<i>Inter Faculty Games (Ultimate Frisbee) – Vice-Captain</i>	
	<ul style="list-style-type: none"> Coached and facilitated a team of 15 for NUS' Annual Inter Faculty Games 	

Skill Sets & Proficiency

Programming	R Python SAS Java VBA JavaScript	Proficient Intermediate Intermediate Intermediate Basic Basic
Data Visualisation	Qlik Sense Tableau CartoDB Microsoft Power BI RShiny	Proficient Intermediate Intermediate Intermediate Basic
Database	MySQL DBMS SQL MongoDB	Intermediate Basic Basic
Libraries / Platform	MeteorJS SAS Viya Microsoft Bot Framework Microsoft Azure Machine Learning	Intermediate Basic Basic Basic
Digital Marketing	Google AdWords	Intermediate
Web	HTML, CSS	Intermediate
Design	Adobe Photoshop CS6 Adobe Illustrator CS6	Basic Basic

Language Proficiency

Spoken	English – fluent; Mandarin – fluent
Written	English – competent; Chinese – average
Translation	English-Chinese and Chinese-English - intermediate

Additional Information

Other activities/interests	<ul style="list-style-type: none"> Active Interest in Hackathons, Ultimate Frisbee and Basketball.
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APPENDIX A

Degree: Bachelor of Science (Honors) in Business Analytics

Cumulative Average Point: 4.17 / 5.00

Course Type	Course Description	Grades
Business	Business and Technical Communication	A
	Computing and Society	A
	Financial Accounting	B+
	Strategic IT Applications	B+
	E-Business Essentials	B
	Principles of Marketing	S
	Introduction to Optimisation	In Progress
	Principle of Economics	In Progress
Business Analytics	IT and Decision Making	B+
	Introduction to Business Analytics	S
	Computational Methods for Business Analytics	In Progress
	Application Systems Development for Business Analytics	In Progress
Computing	Programming Methodology	S
	Data Structures and Algorithms I	S
	Independent Software Development Project (Orbital)	CS
Mathematics	Calculus for Computing	B+
	Probability	B+
	Regression Analysis	B
	Matrix Algebra	S
Others	Critical Thinking in the Information Age	A-
	Culture and Communication in Singapore	A-
	Globalisation and New Media	B+
	Quantitative Reasoning	S
	Building Relationships : Theories and Practice	In-Progress
	Industry Seminar	In-Progress

NUS Grading Scale:

A+ & A (5.0); A- (4.5); B+ (4.0); B (3.5); B- (3.0); C+ (2.5); C (2.0); D+ (1.5); D (1.0); F (0)

S = Satisfactory; U = Unsatisfactory

CS = Completed Satisfactorily; CU = Completed Unsatisfactorily

EXE = Exempted; IC = Incomplete; IP = In Progress; W = Withdrawn