

NICKY ONG

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EXECUTIVE SUMMARY

Data Scientist (graduating with Masters in June 2024) with 5 years of data analytics experience (3.5 years professional in transformation and analysis of high-volume product data across the consumer goods sector). Proven track record of business impact through streamlining universe estimation process via automation, enabling faster database and insight delivery for clients. Proficient in data mining, data visualization, predictive modeling, and machine learning algorithms, leveraging Python, SQL, R, and Tableau. Self-starter who is passionate about data analytics, constantly self-teaching new techniques in AI.

PROFESSIONAL EXPERIENCE

NIELSEN IQ

Selangor, Malaysia

Global measurement and data analytics company, providing retail and consumer intelligence services

Dec. 2019 – Apr. 2023

Senior Data Analyst (2022-2023), Data Analyst (2019-2022) – Data Science Design Center

- Optimized product placement and marketing strategies to boost product sales for five Fortune 500 consumer packaged goods clients, driving insights by analyzing and transforming store-level sales performance data, consumer buying trends and evolving competitive landscape using SQL and Python
- Achieved cost savings of \$150,000 by optimizing sample size across various population groups, employing techniques like stratification, and optimal allocation, providing clients with high quality insights at a lower cost
- Streamlined the process of universe estimation by 15% by utilizing Python to automate store type classification and web scraping of non-cooperating retail chains' store information, expediting the delivery of databases to clients
- Spearheaded the overhaul of Retail Establishment Survey questionnaires in collaboration with the Hong Kong Data Acquisition and Client Services teams, enhancing store information collection efficiency by 20%
- Enabled price optimization and competitive market positioning by designing Tableau dashboards that illustrate market shares, sales trends, and price elasticities for healthcare, alcoholic, and eyewear products across multiple retail channels

SKILLS

- Technical Skills: Python, SQL, R, Machine Learning, Deep Learning, Tableau, Power BI, Text Analysis, Microsoft Excel
- Python Libraries: Scikit-learn, PyTorch, Matplotlib, Seaborn, Plotly, Pandas, NumPy, NLTK, Beautiful Soup

DATA ANALYTICS PROJECTS

HOTEL RESERVATION CANCELLATION PREDICTION

- Developed and implemented predictive models (logistic regression, random forest, support vector classifier) using Scikit-learn in Python to analyze 36,275 hotel reservations, achieving a high prediction accuracy of 90%
- Utilized SHAP (SHapley Additive exPlanations) values to identify key drivers of hotel cancellations, providing critical insights that empowered stakeholders to adapt and refine customer engagement strategies effectively
- Generated insightful Seaborn and Matplotlib visualizations, revealing a significant 64% cancellation rate for long lead-time bookings, guiding targeted marketing strategies to reduce cancellations and optimize booking schedules

JURGEN KLOPP'S IMPACT AT LIVERPOOL FC: AN EPL DATA ANALYSIS

- Utilized Python to scrape soccer data from FBref, analyzing over 250 matches of Liverpool FC's performance under Klopp across various metrics including goal scoring efficiency, playmaking, and defensive prowess over the last 7 EPL seasons
- Employed SQL to dissect Liverpool FC's datasets, methodically addressing six critical questions and quantifying offensive and defensive contributions, match outcomes, and possession strategies throughout Klopp's 7-year leadership

THE ENCHANTMENTS PERMIT ACQUISITION CHANCES ANALYSIS

- Conducted a detailed analysis of 2021 and 2022 permit lottery data for The Enchantments using Tableau, revealing a peak success rate of 57.14% for the Eightmile/Caroline Zone when applying with group sizes of less than 6
- Utilized historical weather and lottery data using Tableau to determine early July as the recommended time for accessing the Core Enchantment Zone, optimizing for both a success rate of up to 2.8% and desirable conditions with temperatures exceeding 52°F and precipitation below 0.03 inches

EDUCATION

UNIVERSITY OF WASHINGTON – MICHAEL G. FOSTER SCHOOL OF BUSINESS

Seattle, WA

Master of Science in Business Analytics, GPA: 3.81/4.0

Expected: June 2024

Relevant Courses: Machine Learning Methods & AI, Operations Research Data Analytics, Data Visualization & Storytelling

THE OHIO STATE UNIVERSITY

Columbus, OH

Bachelor of Science in Business Administration, Finance, GPA: 3.62/4.0

Dec. 2018