

NICKY ONG

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SUMMARY

Data Scientist with 5 years of experience in data analytics, specializing in transforming and analyzing high-volume product data to deliver actionable insights and drive strategic decisions. Proven track record in using predictive models to optimize product placement, improving market estimation processes, and achieving substantial cost savings through efficient sample design. Adept at working cross-functionally to support business objectives and enhance user experiences. A self-starter passionate about data analytics, constantly learning new techniques in AI.

PROFESSIONAL EXPERIENCE

NIelsen IQ

Selangor, Malaysia

Global leader in retail and consumer measurement, data analytics, and insights

12/2019 – 04/2023

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

- Optimized product placement for Fortune 500 clients, leading to a 10% sales increase by analyzing store-level sales data and assessing the effectiveness of promotional activities using SQL and Python
- Developed and presented 20+ interactive Tableau dashboards, including sales performance heat maps, trend line analyses, and promotional impact assessments, to visualize insights for stakeholders
- Achieved \$150,000 in cost savings by optimizing sample sizes across various population groups using stratification and optimal allocation techniques, delivering databases with high precision at a reduced cost
- Streamlined the market estimation process by using Python to automate store classification and BeautifulSoup to web scrape data from 10+ non-cooperating retail chains, reducing estimation time by 15%
- Led the redesign of survey questionnaires in collaboration with the Data Acquisition and Client Services teams, enhancing store information collection efficiency by 20%
- Hosted quarterly Data Science meetings for 50+ colleagues and department leaders, facilitating discussions on the progress and achievements of teams from Europe and Asia

SKILLS

- **Data Analysis & Modeling:** Python, SQL, R, Tableau, PowerBI, Excel, PowerPoint, JMP Pro
- **Python Libraries:** Scikit-learn, Pandas, NumPy, Matplotlib, Seaborn, PyTorch, XGBoost, NLTK, BeautifulSoup
- **Machine Learning:** Supervised and Unsupervised Learning, NLP, Random Forest, SVM, Gradient Boosting

DATA ANALYTICS PROJECTS

MICROSOFT ENABLEMENT PROGRAM REVENUE IMPACT ANALYSIS (CAPSTONE)

- Developed a predictive model using Python and XGBoost to analyze data from over 1,500 Microsoft customers, identifying key revenue drivers and projecting significant revenue increases for specific roles
- Segmented customers into 4 groups using K-Prototypes, recommending targeted strategies to enhance engagement and boost customer value

HOTEL RESERVATION CANCELLATION PREDICTION

- Developed predictive models (logistic regression, random forest, support vector classifier) using Python to analyze 36k+ hotel reservations, achieving 90% accuracy in predicting hotel reservation cancellations
- 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

THE ENCHANTMENTS PERMIT ACQUISITION CHANCES ANALYSIS

- Analyzed 2020-2023 permit lottery data for The Enchantments using Tableau, revealing a peak success rate of 57.14% for group sizes under 6
- Recommended early July for optimal success in accessing the Core Enchantment Zone based on historical weather and lottery data analysis

EDUCATION

UNIVERSITY OF WASHINGTON

Seattle, WA

Master of Science in Business Analytics, GPA: 3.82/4.0, Top 10% of Graduating Class

06/2023 – 06/2024

THE OHIO STATE UNIVERSITY

Columbus, OH

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

01/2015 – 12/2018