

# JOHN WONG

DATA ANALYTICS CONSULTANT

## > EXPERIENCE

### ANALYTICS CONSULTANT

05/2015 - Present

[BIITConsulting](#) / Malaysia

- \* Develops ETL and predictive models for customer intelligence in major media & telecommunications companies using SQL, Shell, SAS Enterprise Guide and Miner. These models are used to reduce marketing costs and to improve management's understanding of customer needs, which led to a 50% reduction in churn for a campaign group of 30,000 customers versus a control group
- \* Generate predictive, prescriptive and descriptive lists using SQL and Shell for campaign management
- \* Researches and develop audio processing and image recognition model in R and Python using Hidden Markov Models, Gaussian Mixture Models and Convolutional Neural Networks
- \* Supports management in researching, producing marketing tools, and identifying market opportunities in data analytics to expand company's portfolio
- \* Build visual dashboard of inventory analysis using Qlik Sense for local distribution firm

### RESEARCH DEVELOPER

01/2014 - 04/2015

[EMason](#) / Malaysia

- \* Researched and developed predictive trade algorithms on Python, R, and Ruby platforms using neural networks and genetic algorithms.
- \* Built integrated web dashboard for visual analysis of market and trade data

### RESEARCH ASSISTANT

06/2010 - 05/2012

[MRSEC](#) / Massachusetts

- \* Collaborated with experimental researchers to simulate and analyze Belousov-Zhabotinsky reactions using Matlab signal processing methods

## > EDUCATION

### BACHELORS OF SCIENCE

05/2012

[Brandeis University](#) / Massachusetts

Majors : Physics ; Mathematics ; Economics

## > FREELANCE / PROJECTS

### WEB DEVELOPER

10 hrs/ Month

- \* Develops MVC platform webpages using PHP or Ruby with HTML5 and CSS3 along with GIMP and Inkscape for graphics designing

### INVOKE VOLUNTEER

10 hrs/ Month

- \* Invoke is a progressive, nongovernmental organization that aims to better educate voters while connecting volunteers with community work
- \* Integrate CIVICRM on Invoke webpage to better automate registration and connectivity with volunteers while creating predictive models to focus policy research

### TECH RESEARCH

30 hrs/ Month

- \* Develops platform for Time Series Analysis using Python, R, and Ruby in addition to using native C for 10x speed improvement
- \* Builds FarmBot using open sourced instructions with attempts to increase robotic movements and expand image recognition

## CONTACT

### PHONE

+6 019 21 911 68

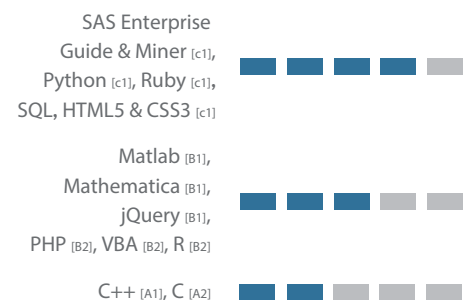
### MAIL

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### ADDRESS

50 Taman Zaaba,  
Taman Tun Dr Ismail,  
60000 Kuala Lumpur, Malaysia

## SKILLS



## RESEARCH

- 2016 • Modular Solar Energy Assisted Multiple Effect Desalination | Unpublished
- 2012 • Hilbert transform analysis of diffusion effects in time-dependent paired Brusselator oscillator | Thesis
- 2009 • Tissue preparation for the in situ MALDI MS imaging of proteins, lipids, and small molecules at cellular resolution | Publication
- 2009 • University Research Program Grant | Award