SU YIIN ANG

suyiinang@gmail.com • 9118 2033 • https://suyiinang.netlify.app

EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY   **Aug 2020 - Nov 2021**
Master of IT in Business (Analytics Track)

UNIVERSITY OF NEW SOUTH WALES (UNSW) – Sydney   **Mar 2010 - Dec 2012**
Bachelor of Commerce (Major: Accounting and Finance)

EXPERIENCE

The Estée Lauder Companies - Singapore   **May 2021 – Oct 2021**
Intern – Global Transformation Solutions Intern
- Business process automation: Write Python scripts to automate the reconciliation of salespersons from retailer data to employee data through name and store matching, and to automate the calculation of salespersons' commission. Conduct knowledge transfer sessions to hand over script to finance team.
- Streamline process: Write Python scripts help enhance the Global Market positioning process by automating Google searches and performing data pre-processing to expedite the categorization.

PricewaterhouseCoopers Advisory Services Pte Ltd – Singapore   **Aug 2016 – Dec 2019**
Manager - Financial due diligence, Deals Advisory
- Project Management: Coordinated and led team for financial due diligence workstream.
- Data Analysis and Performance Insight: Analysed key drivers of the business through in-depth consultations with management and by using financial and operational data (KPIs) to formulate commercial insights.
- Report Writing: Created and designed due diligence reports of specific key issues to client – level of sustainable earnings, highlighting revenue and cost drivers, achievability of budget, net debt, cash flow and net working capital.
- M&A operations: Seconded for 3 months for post deal integration work, with the aim of improving reporting package for better decision making and monitoring. This involved interviewing 1st (C-suite) and 2nd tier management to evaluate, redesign structure and content of existing management reporting pack.
- Notable deal:
  - FMCG – CVC Capital's acquisition of Munchy Food Industries, a Malaysian snack producer, for ~S$350mil.

PricewaterhouseCoopers LLP – Singapore   **Sep 2013 – Jul 2016**
Senior Associate – General Assurance
- Objective testing and critical analysis: Employed analytical procedures/analysis to detect unusual financial transactions.
- Reporting: Prepare deliverables such as management letter, audit findings report, Audit Committee slides.

SELECTED ACADEMIC PROJECTS

Completed project works are available at https://suyiinang.netlify.app/posts/

Our Shiny PET: A Predictive, Exploratory and Text application for Airbnb data   **April 2021**
- Built an interactive R Shiny application that enable users to make data-driven decisions without the need to understand programming languages or have extensive statistical knowledge.
- Application enables users to perform text, exploratory and confirmatory, and predictive analytics on Airbnb data.
- The application, research paper and poster are available at https://ourshinypet.netlify.app/

Taking a Shot at COVID-19 Vaccine Hesitancy on Reddit: Text Analysis via Topic Modelling & Sentiment Analysis   **April 2021**
- Performed sentiment analysis and topic modeling using Skip-gram and LDA on Reddit data, with aim to understand public sentiment towards the Covid-19 vaccines and topics of interest within r/Coronavirus subreddit thread.
- Found that topics were mostly on news, research and side effects, while sentiments grew more neutral across Nov-20 to Jan-21, full visualization available on Tableau Public.

Predicting H1N1 Vaccination   **Nov 2020**
- Built several logistic regression and decision tree models to predict how likely individuals are to receive their H1N1 vaccination based on a flu survey, with SAS Enterprise Miner.
- Compared and selected best model based two assessment – misclassification rate and specificity.
- Optimized selected model further using cutoff comparison and suggested recommendations based on findings.

Be Customer Wise or Otherwise: Market segmentation of Philippines's market based on household expenditure   **Oct 2020**
- Performed latent class analysis and K-means clustering on expenditure patterns of Filipino households, with aim to segment the Philippines consumer market into target segment for a hypermarket chain, with SAS JMP.
- Analysed the selected clustering result to identify key actionable insights.
- Suggested recommendations based on findings.

ADDITIONAL

- **Professional certifications**: CPA Australia; Passed level I of the CFA program.
- **Technical Skills**: Proficient in MS Word, Excel, PowerPoint, SAS JMP, SAS Enterprise Miner, Tableau, R, Python and MySQL.
- **Work Authorization**: Singapore (PR), Malaysia (Citizen).