

Ho Xin Yi

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EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE

Aug 2023 - Apr 2027

Bachelor of Science in Business Analytics

- Minor in Economics.
- Relevant modules include Introduction to Programming Methodology (**Python**), Programming Methodology II (**Java, Object Oriented Programming**), Introduction to Business Analytics (**R Studio**) and Data Management & Visualisation (**Tableau, SQL, Relational Database, PowerBI**), **Econometrics Modelling** for Business Analytics,

SKILLS

- Programming Languages : Java, Python, R, JavaScript, SQL, JSX, **MATLAB**
- Frameworks / Technologies : Microsoft Office Suite (**Excel**) ReactJS, MySQL, MongoDB, Tableau, Jest, css, PowerBI, Google Cloud Platform, Streamlit, Vue.js, Firebase

EXPERIENCE

GROUP M Data Analytics Intern

May 2025 – Present

- Built interactive dashboards using **PowerBI** to conduct competitive market analysis, providing insights for media strategy decisions.
- Cleaned and transformed raw datasets in **Excel** and **automated recurring processes** using **Python** scripts, improving efficiency and accuracy.
- Developed a **Streamlit web app** to streamline and enforce standardized naming conventions across campaign data.
- Gained hands-on experience with **Google Cloud Platform (GCP)**, exploring cloud-based data storage and processing capabilities.

LYZA EDUCATION Curriculum & Teaching Intern

May 2024 – Aug 2024

- Restructured the Curriculum for essential software such as **Scratch, CodeLab** and **Python**.
- Conducted exploratory **Data Analysis** and **Statistical Modeling** using **R Studio, Tableau** and **SQL**, including statistical analysis, exploratory data analysis, and the creation of insightful visualizations for effective communication of findings. This contributed to a **58% increase** in sign-ups for Programmes.
- Improved the social robot Kebbi by Implementing 3 more features, making use of **Machine Learning and Artificial Intelligence Concepts** for it to act as AI Concierge for use in various industries.

PROJECTS

TIKTOK TECH JAM 2025 FINALIST

Aug 2025 – Sep 2025

- Fine-tuned AI models (**OpenAI Model**) to enhance reasoning ability, enabling more accurate and consistent regulatory compliance checks
- Applied **Retrieval-Augmented Generation (RAG)** to efficiently process and extract insights from large volumes of regulation data, improving contextual knowledge retrieval for compliance validation
- Designed an interactive **Looker Studio dashboard** for swift auditing, compliance monitoring, and executive-level summaries.

NUS FINANCIAL TECHNOLOGY SUMMIT: Hackathon, Software Engineer

Dec 2024 – Jan 2024

- Developed SLAXER, a hotel review site using **C#, Python**, and **Streamlit**, making use of **Financial Technologies** such as **Blockchain Technologies** such as **Portkey** to ensure proper user identification and prevent fraudulent reviews.
- This experience honed my ability to **work effectively in a fast-paced environment**, communicate ideas clearly, and integrate various to achieve a shared goal.

NES CATALYST X Startathon : Entrepreneur , Team Lead

Oct2024

- Designed and led the development of an **AI-powered education platform, TelIMeMore** to bridge educational inequities, offering personalized, adaptive learning for low-income students.
- Identified and analysed **key market gaps to position our platform uniquely** against competitors by focusing on Singapore's education needs.

CERTIFICATES

- Google Data Analytics Professional Certificate , DataCamp Introduction to R, Introduction to SQL, Microsoft: Data Analysis and Visualisation with Power BI