

Loo Yew Jie

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GitHub Portfolio: <https://yewjie-github.github.io/Portfolio/> | Stack Overflow: <https://bit.ly/2CZRQCr>

+ OBJECTIVE

Dedicated and driven insights analyst who had the privilege to work with reputable clients across the region ranging from the oil and gas, consumer goods and retail industry. Seeking an opportunity to leverage on my advanced analytics expertise, paired with the knowledge gained in my on-going master's studies in business intelligence and analytics to realize my career goal as a highly competent Data Scientist.

+ PROFESIONAL EXPERIENCE

- ⦿ Apr. '18 – present **Insights Analyst | Aimia**
 - Perform post-campaign analysis to provide data analytics, customer insights and propose feasible recommendations to clients.
 - Produce weekly and monthly reports/dashboards to track client KPI performance.
 - Develop and maintain statistical/machine learning models, e.g. Time Series Forecasting with ARIMA model, customer value-based segmentation using k-Means algorithm, classifying customer's Share of Wallet (SOW) using XGBoost algorithm.

- ⦿ Aug. '17 – Mar. '18 **Data Production Specialist | LocalGravity**
 - Performed web scrapping to obtain retailer's store locations for countries across South East Asia (SEA) using ContentGrabber which involves knowledge in HTML and XPath.
 - Cleaned, extracted and organized addresses with extensive use of Regular Expression and VLOOKUP function in order to improve quality of data.
 - Automated the geocoding and address segmentation process using Google Maps API, implemented using R script via the 'ggmap' and 'googleway' package.

- ⦿ Feb '16 – Jul. '16 **Supply Chain IoT Software Engineer Intern | Intel Technology**
 - Implemented a data filtering and real-time tracking mechanism via Python for one of the Logistics and Asset Management (LAM) projects to reduce internal network traffic and for analysis purposes.
 - Involved in an end-to-end process of Intel's intelligent fleet management system to support client's demo device during the Computex Taipei 2016 showcase.
 - Frequently involved in sales boot camp to demonstrate Intel's IoTG IoT solutions, mainly on LAM IoT solution, to Intel's domestic and international clients.

+ EDUCATION

- ⦿ Feb '18 – Present **Master of Science (Business Intelligence and Analytics) | Universiti Teknologi Malaysia**
Dean's List
GPA 4.00/4.00
- ⦿ Sep '13 – Nov '17 **Bachelor of Computer Science (Software Engineering) | Universiti Malaysia Sabah**
Dean's List for all semesters
CGPA 3.81/4.00

+ SKILLS

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|-----------------|------------|--------------------------------|
| ⦿ R Programming | ⦿ Tableau | ⦿ PowerPoint |
| ⦿ Python | ⦿ Power BI | ⦿ Presentation / Client Facing |
| ⦿ SQL | ⦿ Excel | ⦿ Markdown Documentation |

+ ONLINE COURSES AND CERTIFICATIONS

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|---|---|
| ⦿ Machine Learning Stanford University, Coursera | ⦿ Data Analyst with R Track DataCamp |
| ⦿ Data Scientist with R Track DataCamp | ⦿ R Programmer Track DataCamp |

+ PUBLICATION

- ⦿ **Loo Yew Jie**, Doris Hooi-Ten Wong, Zarina Mat Zain, Nilam Nur Amir Sjarif, Roslina Ibrahim, Nurazeen Maarop, Metrics and Benchmarks for Empirical and Comprehension Focused Visualization Research in the Sales Domain, *Indonesian Journal of Electrical Engineering and Computer Science*, **12(3)**, 2018, 1340-1348.
- ⦿ Rayner Alfred, **Loo Yew Jie**, A Multiobjective Genetic Algorithm Clustering Approach to Topics Extraction in Social Media (*Submitted for review*)

+ INTEREST

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|--------------------------------------|-------------------------------|----------------------------------|
| ⦿ Reading | ⦿ Music | ⦿ Cooking |
| ⦿ Solving problems at Stack Overflow | ⦿ Outdoor Activities / Sports | ⦿ Trading / Investment in stocks |