




# THONG YONG QUAN, DANNY

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<https://yongggquann.github.io/> 

## DATA SCIENCE | MACHINE LEARNING | ANALYTICS

**MOTIVATION** *I am passionate about **solving business problems** using Data Science & Machine Learning. I systematically & creatively use my skillset to **add tangible value** to the team, the business, and the end-user. I am constantly learning, and always looking to improve.*

**SKILLS & TOOLS**

**Programming:** SQL, Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn)

**Machine Learning:** Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis

**Other:** Statistics, Github, Data Visualisation, MS Office, Jupyter Notebook, AWS, Power BI, **Financial Modeling**, Financial Analysis, Discount Cash Flow

**PROJECTS**

**"You Are What You Eat" Customer Segmentation**

- Used **k-means clustering** on grocery transaction data to split out customers into distinct "shopper types" that could be used to better understand customers over time, and to more accurately target customers with relevant content & promotions

**Compressing Feature Space For Classification Using PCA**

- Used **Principal Component Analysis (PCA)** to compress 100 unlabelled, sparse features into a more manageable number for classifying buyers of Ed Sheeran's latest album

**Enhancing Targeting Accuracy for Grocery Store customers Using ML**

- Used classification modelling such as **Logistic Regression, Decision Tree, Random Forest and K-Nearest-Neighbors** to predict customers signing up for Grocery store delivery club

**Predicting Customer's Loyalty Score Using ML**

- Used regression modelling such as Linear Regression, Decision Tree and Random Forest to predict customers missing customer's loyalty score

**EXPERIENCE**


**Product Analyst - CIAT**  
**FinTech Spin-Off Company from the National University of Singapore**  
JAN 2022 - OCT 2022


- Extracted financial transaction data from **MYSQL** and used it to identify patterns and trends to support product use cases and visualization.
- Utilized **Python for data ETL** with various financial vendor data before modeling new product features.
- Develop dashboards and visualizations using Power BI/Excel such as heatmap & time series for product use cases & performance against competitors.
- Controller for daily product QA and partner with external vendors to analyze & resolve any suspicious/outlier financial data
  - Optimized QA process **using python to improve daily efficiency by around 20%** by regulating specific certain countries and economy size.

**Freelance Equity Research Assistant**  
Jun 2018 - Aug 2019

- Constructed quarterly and annual financial and valuation models to estimate future revenue growth, earnings, and profitability** such as using APPLE's 1Q16 to 4Q18 historical performance to forecast APPLE's next few quarterly financials
- Evaluated **SEC reports, 10-K, 10-Q, and 8-K, to determine past trends and trends outlook and create detailed financial models** of companies such as FAANG(previously) group, HAI DI LAO, PINDUO, NIUNIU, Tencent

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## EDUCATION

### University of London International Programs

Banking and Finance(Honors)

### Ngee Ann Polytechnic

Business process and quality management

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## COURSES & CERTS

### DSI Data Science Professional Certification

2023 Jan - Present

Applied Data Science program with a business-centric approach covering SQL, Python, Statistics, AB Testing, Github, Data Visualization, Data Preparation & Cleaning, Machine Learning, Deep Learning & Commercial Thinking

### Business And Data Analytics- BCG Rise Program

- Built a business model via excel, [using targeted market and analysis aiming to increase APPLE's iPhones revenue](#) from -3% to 11%
- Designed and developed different kinds of dashboards using POWER BI & provided insights to improve manufacturing efficiency by at least 20%
- [Developed a human-centric designed project with MIRO on the SAFE ENTRY check-in process](#) to increase the turnover time by at least 15% while aiming to reduce user's frustrations
- Capstone: [Used Linear regression & Random Forest](#) to build a model to predict PSA's daily port efficiency

### IBM Data Science Professional Certificate

- Coursera-based program covers Python & SQL, including machine learning modeling skills with Python

### Financial Modeling And Valuation Analyst Certificate

- Developed an Interactive [Financial Model of NETFLIX](#) using DCF valuation with sensitivity/scenario with a potential 10-15% downside