

Ashley Lim

Penultimate Data Science and Analytics Undergraduate

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EDUCATION

National University of Singapore (NUS)

Aug 2021 - May 2025 (Expected)

Bachelor of Science, Major in Data Science and Analytics

RELEVANT COURSEWORK

- Data Structures and Algorithms
- Linear Algebra
- Data Mining
- Convex Optimisation
- Advanced Calculus
- Simulation
- Mathematical Statistics
- Statistical Machine Learning
- Data Science in Practice
- Probability
- Actuarial Math
- Regression Analysis

EXPERIENCE

Data Analytics Intern, Occupational Safety and Health Division, Ministry of Manpower

May 2024-Aug 2024

Data Analyst Intern, Regional Business Intelligence & Planning, Shopee

Jan 2024-Apr 2024

- Automated reports and optimised queries using PrestoSQL to reduce the time spent on manual data extraction
- Built user-friendly Google Looker Studio dashboards for Shopee's FP&A team to showcase daily and monthly Analytics Mart performance against targets, facilitating strategic planning

Data Analyst Intern, CIO Office, foodpanda

Jan 2023-Dec 2023

- Evaluated foodpanda's pricing strategies using time series analysis and SQL to identify possible interventions for profit maximisation, which was adopted with minimal changes by the senior management of regional markets and enabled Laos market to reach a new milestone
- Developed a report consolidation programme using Excel to reduce the time spent on creating monthly review reports by 80%
- Built user-friendly Google Looker Studio dashboards for foodpanda's ASEAN and North Asian markets with the purpose of presenting insights regarding market growth, KPIs and pricing performance which will be applicable for the respective teams to develop their market strategies

TECHNICAL SKILLS

- Programming Language: Python, R, Java, SQL, Excel, HTML/CSS
- Data Visualisation Software: Tableau, Google Looker Studio, R, Power BI
- Data Analysis Techniques: Time Series Analysis, Regression Analysis, Decision Tree Analysis, Cluster Analysis, Segmentation Analysis

CO-CURRICULAR ACTIVITIES

Predictive Analytics for Customer Churn, GXS Bank, NUS DSA3101 Project

Jan 2024-Apr 2024

- Built and optimised a user-friendly dashboard and web application using HTML, CSS, JavaScript, and React for GXS Bank's Customer Churn Analytics Platform, enhancing usability and accessibility for CRM and Marketing teams
- Implemented dynamic data visualisations and interactive UI components in React, significantly contributing to proactive customer retention strategies

Power BI in Data Analytics Virtual Case Experience, PwC, NUS Forage

Feb 2023

- Built PowerBI dashboards to visualise customer and agent behaviour, customer demographics, gender balance in the company and provided recommendations from the consulting perspective as a research analyst
- Completed a virtual internship experience to develop critical workplace skills needed for the consulting industry

Vice Project Director, NUS Students' Sports Club, RUNNUS

Dec 2022 - Sep 2023

- Led a team of 20 to organise a fund-raising race event of 600 participants to raise awareness and promote inclusivity of people with disabilities
- Updated the RunNUS full-stack database website using HTML/CSS, analysed the budget request, forecasted spending and prepared a budgeting report

AWARDS AND ACHIEVEMENTS

- Selected for Dell Technologies' STEM Aspire Mentorship Program 2024 2024
- Selected for 2 6-months mentorship programmes with Algorithm Lead, E-commerce at TikTok and Chief Data Scientist at SAP 2023
- Selected as one of 20 students for the Goldman Sachs Women's Engineering Insight Series and Spotlight on Businesses Series
- Selected as one of 50 students across APAC region for the J.P. Morgan APAC Finance for Non Finance Program
- Selected as one of 25 youth delegates for the Women's Forum For The Economy & Society Youth Voices Initiative
- IMDA's SG Digital Young Leader
- ASICS Campus Advocate
- Faculty of Science Bash Queen, National University of Singapore 2021
- Sports: Represented Singapore at 6 international badminton competitions, Raffles Girls' School Cecily Hinchliffe Awardee