

Aiken Ong

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EDUCATION

Bachelor of Business Administration, National University of Singapore

Aug 2020 – May 2024

- Major in Business Analytics and Marketing
- GPA: 4.62 / 5.0
- Key Courses: Data Visualisation, Machine Learning, Database Management, Network Analytics, Operations Research

Student Exchange Programme, Queen's University at Kingston, Canada

Aug 2023 – Dec 2023

- Key Courses: Market Research, Sales Management, Consumer Behaviour, Digital Marketing

WORK EXPERIENCE

L'Oreal, Spring Data Analyst

Jan 2023 – Jul 2023

- Led and managed communications between internal and external stakeholders for the development of an in-house e-learning app used by beauty advisors in the travel retail APAC region
- Led weekly meetings with external developers and maintained detailed documentation of development priorities and project timelines; Achieved a 95% on-schedule record for deliverables
- Supported user acceptance testing (UAT) process through test preparation, coordination, and execution between external developers and business users and successfully launched 3 new app features
- Designed and developed Power BI dashboard with data visualisations of user engagement metrics; Identified peak engagement periods and provided actionable insights to support education team's content schedule
- Automated manual reporting processes with Power Query, eliminating human errors and presenting time savings of 80%
- Collaborated with teams across functions to conduct competitive landscape research, supporting the development of comprehensive remuneration plans for beauty advisors

Cushman & Wakefield, Summer Data Analyst

May 2022 – Aug 2022

- Automated manual data entry process with VBA script to consolidate 200+ past invoices into master Excel file used to support procurement team's tender pricing strategy to increase bid win rate
- Generated monthly Power BI spend analytics reports used across departments
- Developed department's intranet site with SharePoint to showcase achievements and ongoing projects

SG Bike, Marketing Executive

Mar 2020 – Jul 2021

- Kickstarted company's blog content strategy and led a team of 3 to execute strategy; Achieved top 1st Google search ranking for multiple content through SEO with Authoritas and Google Analytics, increasing overall website visits by 10k+
- Liaised with external partners for cross-acquisition campaigns; Designed and produced online and offline marketing collaterals such as social media content and physical ad banners
- Managed social media platforms (Facebook and Instagram) and increased followers by more than 500%

PROJECTS

HouseEstimate, Forecasting Singapore's Property Prices

- Utilised Pandas for data manipulation and Matplotlib for exploratory data analysis (EDA) to craft a clean, feature-engineered dataset primed for model training
- Implemented machine learning algorithms including linear regression, random forest, and gradient boost machines using Scikit-learn, and evaluated performance through cross-validation
- Applied pinball loss in model retraining to minimise overestimation risks in property price predictions, enhancing the model's aiding in more accurate and reliable investment decision-making

NFTA (NFT Analysis), Data Visualisation Web App

- Utilised R Shiny to develop a web app with interactive data visualisations with Plotly and graphics via ggplot2
- Automated data collection through web-scraping with rvest and integrating Twitter and NFTPort APIs
- Employed dplyr for data cleaning and leveraged NLP techniques for textual analysis, including stop-words removal, tokenisation, and stemming to generate an insightful word cloud that highlights trending topics in the NFT space

EXTRACURRICULAR ACTIVITIES & CASE COMPETITIONS

- NUS Business Analytics Consulting, Junior Analyst
- NUSSU The Ridge Magazine, Writer
- SRA Retail Reimagined Innovation Challenge, Finalists
- SEAKers Business Challenge, Champions

SKILLS

Python, R, SQL, Excel, Power BI, Google Data Studio, Tableau, HTML, CSS, JavaScript, Flask