Wilson Chuah

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EDUCATION

UCSD, Rady School of Management   **San Diego, CA**
Master of Science in Business Analytics (STEM designated), 3.9 cumulative GPA   Expected: December 2021
- **Coursework:** Big Data Technology (SQL, Hadoop, Spark, AWS), Fraud Analytics, Customer Analytics, Web Analytics (Python; R)

London School of Economics, Statistics Department   **London, UK**
Bachelor of Science in Actuarial Science (Specialization in Statistics, Actuarial Mathematics in Finance)   July 2015
- **Coursework:** Stochastic Modeling, Time Series Analysis, Bayesian Inference, Financial Investigation with Statistical Theory

TECHNICAL SKILLS

Programming: Python (Numpy, Pandas, Sklearn, Keras, Tensor Flow, NLTK, spaCy), **SQL**(Windows Function), R(t-test, dplyr)
ML Toolkits: K-means Clustering, Logistic Regression**, NLP**, **A/B testing**, XGBoost, SVM, Random Forest, Neural Network
Big Data Toolkits: AWS, Google Analytics, PostgreSQL, Hadoop/ Spark, ETL, Snowflake, Seaborn, ggplot, Tableau, Power BI, Excel
Skill: Marketing Analytics, **Data Visualization**, **Data Modeling**, User Segmentation, Causal Inference, Social Listening, Content Creator

RELEVANT EXPERIENCE

University of California San Diego, Rady School of Management   **San Diego, California**
Data Analyst | Part of MSBA Program   September 2020 – Present
- Guided a team of 6 to **design experiment** for Capital One Credit Card feature for 5 groups of people with different bankruptcy score and used partial factorial designed experiment to **determine the best combinations of product feature** to maximize the profit by 60%
- Developed product visions and strategies by using **user journey analysis** and calculated customer lifetime value using **RFM** model on Alibaba Taobao App; introduced a new subscription plan for app user based on **profit break-even analysis** and LTV decision rule

Computer Network Solution   **Kuala Lumpur, Malaysia**
Digital Marketing Analytics Director   April 2019 – July 2020
- Led a team of 6 to align stakeholders and work with 30+ clients to deliver analytics insights and optimize working process flow for computer network system; **increased revenues and profits by 250% and doubled satisfaction rate within 3 months**
- Defined and monitored key performance metric, created visualized **Tableau** dashboards and introduced new meeting template that recognized by management, optimized communication of cross functional team by saving 15 hours per week
- Conducted **A/B testing** by optimizing user engagement for features within the landing page; led to improved B2B advertising banners and increased **lead generation by 150% and conversions by 5% while improving user experience**

Upgrowth Marketing   **Kuala Lumpur, Malaysia**
Product Growth Analyst Manager   April 2018 – April 2019
- Managed a marketing team of 5 members by overseeing digital marketing campaigns for clients and utilized **Google Analytics** and **Facebook Ads Manager** to track user behavior and emerging consumer trends; **saving 200K+ offline advertising budget for clients**
- Generated actionable insight through competitive analytics and **funnel analysis** via Competitor Research Tool to gather data on competitors' pricing strategies and rising secular trends; **influenced clients' decision on future product launching**

ANALYTICAL PROJECT EXPERIENCE

Yelp's Restaurant Review | Natural Language Processing (Top 10 in NLP Kaggle Competition)   September 2020 – December 2020
- Developed **TFIDF** and **Word2vec** model to train the publicly available reviews training data which contained selected topics; **successfully predicted user net emotions based on sentiment analysis** with a F1 score of 83.5%

Intuit User Acquisition & Retention Model | Cohort Analysis (Predictive Modeling)   September 2020 – December 2020
- Predicted a 800K+ **imbalanced dataset** on whether a user would upgrade new version of QuickBook using **ensemble model** of averaging all the possible machine learning algorithm(Random Forest, XGBoost, Neural Network); resulted in 0.78 AUC score
- Proposed marketing plan and 6 months go-to-market operation based on permutation importance feature of the neural network model by **analyzing the key factor of influencing the customer churn rate**

Amazon E-commerce Customer Customization | Recommendation System (Simulation Modeling)   October 2020 – January 2021
- Generated the probability of a product 's conversion rate using **probability simulation** technique and built a **regression** models to find the expected profit for each product; recommended products with highest conversion rate and maximum profits with email customization to target specific **user segmentations** by building product campaign roadmap and creating product personas

New York Property | Fraud Detection (Unsupervised Learning)   January 2021 – March 2021
- **Detected outlier** from the 550K+ dataset by observing the top 30th highest fraud score rank using **PCA**(Principal Component Analysis) and **Autoencoder** technique; Results were interpreted with the opinion of domain expert to check for the consistency
- Used featured enginnering by introducing new variables to improve the performance of **fraud algorithm**