

YAP CHENG KANG SEAN (2024 APPLICATION)

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EDUCATION

Singapore Management University (SMU)

Bachelor of Science (Information Systems)

Singapore

Aug 2022 - Aug 2026

- Google Ignite Hackathon 2022, 2nd place
- Major in Business Analytics, 2nd Major in Artificial Intelligence
- GPA: 3.64/4.00

EXPERIENCE

TikTok

Singapore

Risk Analyst Intern

May 2023 - Oct 2023

- Conducted weekly risk assessments and performed in-depth analysis on auction ads across global markets and addressing risk violations and emerging trends
- Kickstarted the launch of the SEA Accelerator Program, empowering agencies to manage bad actors through the implementation of blacklisting and suspension mechanisms using GNNs RegEx, lowering risk metrics by 10%
- Spearheaded the development of visualization dashboards to enhance reporting efficiency, support cross-functional teams, and enable real-time monitoring of key risk metrics
- Conducted post-opening of Forex market assessment, combining a risk assessment matrix and detailed case deep-dives, to thoroughly evaluate the impact of the Forex market on SEA markets. Delivered valuable insights and recommendations regarding the safety and viability of Forex within these markets
- Created audio to text translator using OpenAI speech recognition model to reduce cross-language ads moderation duration by 15%

Foodpanda

Singapore

Data Analyst Intern

Jan 2022 - Jul 2022

- Advised commercial team in category trends and distribution gaps; drove the creation of an interactive dashboard to help with insights and analysis for category market share, basket penetration, customer penetration and product distribution dashboard(ND, PCV, ACV, SPPD)
- Advised the commercial team and pandamart suppliers in optimizing promotions via a Market Basket Analysis leveraging Pyspark framework (FP-growth algorithm) to identify and provide key insights to customer buying patterns across all categories
- Analyzed monthly promotions and designed a forecasting framework to help the commercial team optimize promotion strategy and supplier funding
- Led a team of 5 for Foodpanda's hackathon challenge, attaining overall champion. Proposed algorithm to segments sales of goods into selling velocity to then be further segregated to maximise picker and prep time efficiency
- Led weekly consultative sessions to help address business issues via dashboards leveraging Google Datastudio & BigQuery
- Performed analysis for campaigns/promotions/experiments to understand better on promotion mechanics and sales performance

TECHNICAL SKILLS

Programming languages: Python | PHP | JavaScript | Typescript | Dart | SQL

Frameworks and Databases: ReactJS | NodeJS | MongoDB | Express | Flutter | Vue3

Tools: Google BigQuery | MySQL | Google DataStudio | Tableau | Aeolus | JEDI | HIVE | Clickhouse

PROJECTS

Recipe Daddy Full stack Web Application

Singapore

Frontend developer

Sep 2023 - Oct 2023

- Deployed a Single Page Application with VueJs and Bootstrap framework with backend developed using Django REST API and PostgreSQL
- Generate recipes by calling OpenAI GPT-4 API through utilising function calls and prompt engineering alongside pollination ai image generator
- Implemented secure backend data transfer using JWT RFC7519 Authentication Token and CI/CD deployment pipeline

Personal Portfolio Website (<https://seanyckang.com>)

Singapore

Developer

Jan 2023 - Feb 2023

- Built using React, ThreeJs, NextJs, Tailwind CSS and Typescript

Mask Detection model using YOLOv5

Singapore

Author

Jul 2021 - Aug 2021

- Implemented a computer vision model capable of identifying people wearing/not wearing masks with 75% accuracy
- Authored an article on Towards data science explaining the fundamental concepts and project implementation <https://towardsdatascience.com/mask-detection-using-yolov5-ae40979227a6>

Correlations between Reddit and the Stock Market

Singapore

Author

Jun 2021 - Jul 2021

- Identifying correlations between subreddit r/wallstreetbets and stock market utilizing on Spearman & Pearson correlation coefficients
- Scraped over 1 million reddit posts utilising Pushshift API
- Published an article on Analytics-Vidhya outlining the fundamental concepts and project implementation <https://medium.com/analytics-vidhya/finding-correlations-between-reddit-and-the-stock-market-using-statistics-4926a25a386e>