

# CHAM LI HUI

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## Education

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### National University of Singapore

Aug 2021 - May 2025 (Expected)

#### *Bachelor of Science in Business Analytics (Honours)*

Singapore

- NUS ASEAN Undergraduate Scholar
- GPA : 4.37 / 5.00
- Minor in UI/UX Design, Specialization in Machine Learning
- **Awards** : Top Student Award in Application Systems Development, Merit Award in Analytics Techniques
- **Coursework** : Econometrics Modeling, Operations Research, Data Engineering, NLP, Financial Risk Analytics

### University of North Carolina, Chapel-Hill

Jan 2024 - May 2024

#### *Department of Computer Science*

United States

- Exchange student for Spring 2024
- **Coursework** : Visual Recognition with Transformers, Information Retrieval, Data Science in Business, UX Strategy

## Technical Skills

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**Languages** : Python, SQL, R, Java, TypeScript

**Technologies** : Databricks, AWS, Power BI, Git

**Frameworks** : Spark, PyTorch, React, Vue.js

## Work Experiences

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### Procter & Gamble

May 2024 - Now

#### *Data Science Intern*

- Designing a Load Optimizer machine learning solution for inter-site transport in Philippines to minimize the number of trucks used to deliver cargoes between cities, while achieving 90% vehicle fill rate.
- Collaborating with senior data scientists and business stakeholders in the APAC and EMEA regions to devise operations research algorithms that drive business value for the transportation domain in P&G Product Supply.

### Switcheo Labs

May 2023 - Oct 2023

#### *Software Engineer Intern*

- Achieved 4200 unique traders in the beta launch of [Fluo Dashboard](#) on Demex app by working with a team of six designers and engineers to develop a FinTech app.
- Improved user satisfaction rate on Demex by 15% in test sessions by developing scalable front-end components such as loading bars and composable charts.

### SPH Media, The Straits Times

Dec 2022 - Jan 2023

#### *Data Visualization & Developer Intern*

- Translated over 20 video clips and posts from Mandarin and Malay to English language for [a breaking news report](#) by working with cross-regional reporters and analysts.
- Assisted in the migration of scrollY and parallax effect components from Vue.js to Svelte framework in one-month time.

## Projects

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### Truck Load Optimizer (P&G)

Jun 2024 - Now

- Building an optimization model to pack three dimensional rectangular boxes into a minimum number of trucks using heuristic approaches, while respecting P&G's logistics constraints such as priority, stability and crush index.
- Identified transportation patterns and four limiting factors through exploratory data analysis on a dataset of 5,000 SKUs across 13 product categories and visualising the data using violin plots, bar charts and contingency tables.

### Airbnb Reviews Helpfulness Classifier | [source](#)

Apr 2024 - May 2024

- Achieved 120 model downloads in the first month of release on Hugging Face with our fine-tuned RoBERTa LLM to determine the helpfulness of reviews on Airbnb through a collaboration with five UNC Business and CS students.
- Scraped Airbnb listings and used OpenAI GPT-4 Turbo to synthetically label 4,500 reviews based on an adapted scoring rubric proposed by the scholars.

### Comparative Study of Quantization Aware Training | [source](#)

Mar 2024 - May 2024

- Evaluated 10 experiment results on a graduate research project to produce visualisations that demonstrate and compare the increase in memory usage and model throughput on ResNet-50, ViT and DeiT after quantization.

### Stand-up Comedy Analysis | [source](#)

Feb 2022 - April 2022

- Achieved 77% test accuracy and 60% AUC with our weighted voting classifier with weights determined using k-fold cross validation and training data preprocessed with NLP techniques such as lemmatization, Part-of-Speech tagging and TF-IDF vectorization.

## Leadership / Extracurricular

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**Leadership** : College Resident Assistant (2024), Sports Director (2023), Women Basketball Club Founder & Captain (2022)

**Activities** : College Student Committee, RC4 Ambassador, Women Basketball, Carolina Outing Club

**Awards** : NUS Student Life Award, RC4 Honour Roll Award