

Lija Ang

Penultimate year Data Science and Business Analytics student

90496800 | lijaang@gmail.com | [linkedin.com/in/lijaang/](https://www.linkedin.com/in/lijaang/)

EDUCATION

University of London (UOL) | Sept 2023 - Present

Bachelor of Science (Honours) in Data Science and Business Analytics

- Relevant coursework: Programming in Data Science in Python and R, Advanced Statistics in Distribution Theory and Inference Theory, Business Analytics Applied Modelling and Prediction

PROJECTS AND EXTRACURRICULAR ACTIVITIES

SIM Data Analytics Club (DAC) | Subcommittee Member | Sept 2024 - Present

- Gained hands-on experience in handling diverse datasets and applied analytical skills to real-world scenarios. Curriculum consists of Exploratory Data Analysis (EDA), Natural Language Processing (NLP) and web scraping, Machine Learning (ML) algorithms. Attended workshops in collaboration with AWS.

DAC Internal Project | Nov 2024 - Dec 2024

- Analysed and visualised sports retail store sales data using Python and Tableau, performed data cleaning and data wrangling.
- Assisted in developing an ML model (decision tree classifier) to identify key factors influencing sales and provided actionable insights, enhancing decision-making for business strategy.

FDM X DAC Project | Feb 2025 – Apr 2025

- Applied web scraping techniques using BeautifulSoup, Selenium and APIs to collect healthcare jobs data from Glassdoor and Singhealth
- Conducted job analysis, presented insights on salary and job requirement trends

UOL Coursework | Nov 2024 – Mar 2025

- Business Analytics: Analysed 4 years of Superstore data, created a collection of 5 Tableau dashboards to discover commercial insights
- Statistical Methods for Market Research for Marriott International: Produced a market research proposal with qualitative and quantitative research. Outlined statistical methods for research aims to analyse and interpret customer factors and brand performance.
- Programming for Data Science: Analysed 10 years of aviation data from ASA Data Expo 2009, performed data wrangling, EDA of delayed flights, logistic regression model using Python and R.

SIM Student Ambassadors | Sept 2024 – Present

- Engaged prospective students in outreach events and hosted campus tours, honing public speaking and communication skills. Connected with like-minded peers from diverse backgrounds and attended workshops to pursue personal and professional growth.

SKILLS

Python, R, SQL, Tableau, MS Excel, MS Power Platforms, AWS knowledge

Available from June 2025