

CHAM LI HUI

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EXPERIENCE

Data Scientist

Jul 2025 – Present

Pluang (Indonesian multi-asset investment app)

Singapore

- Deployed QueryGPT, an AI data analyst that answers business questions in plain English, to more than 75 users across 10 teams. Saved 762 analyst hours in 2.5 months of beta, roughly 1.5 full-time analysts, with 55% of usage from RevOps, Marketing and Finance.
- Secured C-level budget for the QueryGPT contract by sizing consumption across 100 users and 3 usage tiers. Traded a 6-month lock-in for a 45% enterprise discount and credit pooling across the term, so unused early capacity funded the scale-up later.
- Raised QueryGPT's answer accuracy from 37% to 84% across 4 releases by identifying context as the constraint and writing the metric definitions and business logic. Now leading the in-house replacement build that inherits those knowledge documents, reporting milestones to C-suite.
- Found that 40% of clickstream events failed QA under a manual drafting process. Proposed and built an AI pipeline that drafts the event spec from PRDs and Figma designs, cutting the workflow from 10 man-days to 2.5 per feature and QA failures to under 5%.
- Onboarded every PM to the new pipeline through demos, training sessions and written guides, then handed it to Product 3 weeks after the pilot. Product has shipped 7 features through it since, and the Data team exited the release process entirely.
- Ran a hands-on Mixpanel workshop for 35 PMs, designers and marketers across Singapore, India and Indonesia. Product and Design now conduct adoption and funnel analysis independently.

Product Manager

Jun 2025 – Dec 2025

LetterKey (Build for Good Accelerator, Open Government Products)

Singapore

- Cut a routine letter-reading case at an eldercare centre from up to 2 hours of staff time to about 30 minutes by shipping LetterKey, which turns a scanned letter into a plain-language summary and spoken audio in 4 languages and 2 Chinese dialects. Secured SGD 20,000 to fund the pilot on-site at Bukit Panjang Community Club.
- Led all 5 partner relationships across government agencies and technology sponsors, including the People's Association, Fei Yue Community Services and ElevenLabs. That access carried LetterKey to 1,450 documents processed across 13 letter types, spanning public housing, retirement savings and hospital notices.
- Pitched on stage at the accelerator finale to an audience that included a Minister of State and the Director of Open Government Products. Spoke on the project to The Straits Times and MONEY FM, Singapore's national newspaper and business radio station.
- Sourced Empower Ageing, a charity running digital literacy lessons for seniors, and negotiated the transfer of the product, partner relationships and roadmap so the service continues beyond the founding team.

Data Scientist Intern

Jun 2024 – Dec 2024

Procter & Gamble

Singapore

- Saved an estimated USD 182,000 a year in shipping costs by rebuilding the container loading plan on a Philippines route, lifting the fill rate from 87% to 90% and beating the commercial software P&G pays for on 9 of the 10 days tested.

EDUCATION

National University of Singapore

Aug 2021 – Jun 2025

Bachelor of Science in Business Analytics with Honours (Distinction)

- Led the final-year capstone team on Note Buddy, SingHealth's AI clinical documentation tool. Benchmarked speech models on 330 mock consultations to set the baseline, then built speaker diarization and multilingual transcription into the POC.
- Awarded the NUS ASEAN Undergraduate Scholarship, a full-tuition merit award for ASEAN nationals.
- Served as a Resident Assistant for 2 years at an NUS residential college, and as a Teaching Assistant in Data Science.

SKILLS

Technical : Python, SQL, BigQuery, dbt, Mixpanel, REST APIs, LLM evaluation design, context engineering

Languages : English and Mandarin (native), Cantonese and Malay (business proficiency)