Antio Tseng （曾子朋）

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EXPERIENCE

iKala Interactive Media Inc.   Taipei, TW
Data Analyst Intern   September 2022 – August 2023

- Achieved 70% average precision with a Machine Learning model for predicting influencer follower counts, resulting in a 30% boost in marketing effectiveness through optimized collaboration partner selection.
- Designed business metrics using advanced statistical methods, built a Looker Studio dashboard for the marketing team, and seamlessly integrated metrics into the product to enhance user experience.
- Collaborated with ML engineers using Python for dynamic and static web scraping, extracting data from 1M+ articles. Supported NLP tasks, focusing on text classification models.
- Optimized content relevance through text classification and TF-IDF analysis, filtering out high-frequency, irrelevant hashtags across diverse post categories.
- Constructed dynamic social media knowledge graphs using LLM, seamlessly integrating entities, attributes, and relationships. Defined and enhanced with strategic prompts.

Taipei Fubon Bank   Taipei, TW
Big Data Intelligence Intern   July 2022 – August 2022 (2 m)

- Implemented efficient CRUD operations in Oracle, managing a 1TB+ dataset for swift data extraction, providing crucial information support across diverse business units, enhancing decision-making.
- Leveraged advanced statistical modeling to analyze juvenile accounts, creating insightful Tableau dashboards. Achieved a 15% improvement in marketing precision and identified key business insights.

COMPETITIONS

AI GOOD Competition
Intelligent Analysis of Donation Behavior Prediction   July 2023 – September 2023

- Conducted customer segmentation, utilizing machine learning algorithms to enhance targeting precision and optimize ad effectiveness, resulting in increased donation frequency and amounts.
- Served as team captain, leading the team to the competition's finals and ultimately receiving the Judges' Recognition Award for outstanding performance.

Data Collaboration Laboratory - Data Competition
Passenger Drop-off Location Prediction   July 2022 – September 2022

- Engineered a high-precision machine learning model using autoML to accurately predict taxi drop-off locations across Taiwan, achieving an impressive 81% accuracy rate.
- Led a diverse team to the competition's finals, securing the Judges' Recognition Award for pioneering model ensembling techniques and achieving a top 10% ranking.

EDUCATION

National Cheng Chi University   Taipei, TW
Master's in Statistics   September 2021 – June 2023
- GPA: 3.8 / 4.3
- Teaching Assistant: SAS/R Business Data Analysis.
- Thesis: Analyzing Factors of Collaboration among YouTubers using Exponential Random Graph Models.
- Relevant Coursework: Multivariate Analysis(A), Statistical Computation and Simulation(A), Text Mining and Business Applications(A+), Database Systems(A).

National Chung Cheng University   Chiayi, TW
Bachelor's in Economics   September 2017 – June 2021

SKILLS

- **Programming Language:** R, Python (pandas, numpy, matplotlib, plotly, scikit-Learn, keras, pytorch)
- **Database:** MySQL, Big Query, Oracle
- **BI Tools:** Tableau, Looker Studio