

Antio Tseng (曾子朋)

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INTERNSHIP

iKala Interactive Media Inc.

Data Analyst Intern

Taipei, TW

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.

Taipei Fubon Bank

Big Data Intelligence Intern

Taipei, TW

July 2022 – August 2022 (2 m)

- Implemented CRUD operations in Oracle for efficient data extraction, providing vital information support for diverse business units.
- Analyzed juvenile accounts in the banking sector, crafted dashboards with Tableau, and extracted valuable 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 semi-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 semi-finals, securing the Judges' Recognition Award for pioneering model ensembling techniques and achieving a top 10% ranking.

EDUCATION

National Cheng Chi University

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, Statistical Computation and Simulation, Text Mining and Business Applications, Database Systems.

National Chung Cheng University

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