Antio Tseng（曾子朋）

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EXPERIENCE

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.
- Optimized content relevance through text classification and TF-IDF analysis, filtering out high-frequency, irrelevant hashtags across diverse post categories.
- Engineered dynamic social media knowledge graphs using LLM. Integrated entities, attributes, relationships with strategic prompts. Specialized in few-shot learning for enhanced insights.

Taipei Fubon Bank
Big Data Intelligence Intern

Taipei, TW
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 5-member 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 4-member 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 (NCCU)
Master's in Statistics

Taipei, TW
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 Courses: Text Mining and Business Applications(A+), Database Systems(A), Multivariate Analysis(A), Statistical Computation and Simulation(A), Applied Regression Analysis, Machine Learning

National Chung Cheng University (CCU)
Bachelor's in Economics

Chiayi, TW
September 2017 – June 2021

- Relevant Courses: Applied R Language and Analysis Methods (A+), Applied Statistics Software (A+), Introduction to Computing (A+), Calculus (A+), Probability (A), Linear Algebra (A)

SKILLS

- **Programming Language:** R, Python, HTML, CSS
- **Python Package:** pandas, numpy, matplotlib, plotly, scikit-learn, keras, pytorch
- **Database:** MySQL, Big Query, Oracle
- **BI Tools:** Tableau, Looker Studio