

TSAI-WEI (Cheryl), LIN

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EDUCATION

National Taipei University (NTPU) — Bachelor of Business Administration Taipei, Taiwan
Double Specialization: Business Analytics, Information Security and Application Sep 2020 – Jun 2024

- GPA: 4.0/4.0 | Rank 1st/67
- Honors: 5-time Academic Excellence Award (top 3% students), Honor Graduate for Academic and Moral Character Excellence (selected 4 from 140 in the department), 9-time scholarship recipient

University of Edinburgh Edinburgh, UK
Study abroad with Outstanding International Exchange Scholarship Jan 2023 – Jun 2023

- Honors: 1st Class Honor in Business Analytics and Information Systems course (top 8% of 100+ students)

National Taipei University of Technology Taipei, Taiwan
Credit Program | Course: Probability (EE Department) Sep 2024 – Jan 2025 (Expected End Date)

PROFESSIONAL EXPERIENCE

Horizon Securities Head Office — Taiwan's Leading TPEX-Listed Securities Firm Taipei, Taiwan
Data Engineer (Incoming Full-Time, Half-Year Program), Application Systems Department Jan 2025

Volkswagen Group Taiwan Taipei, Taiwan
Strategy Planning and Reporting Analyst Intern, Group Aftersales Dec 2023 – Jun 2024

- Conducted after-sales analysis for Volkswagen, SKODA, and Nutzfahrzeuge across 65 dealers in Taiwan, utilizing Python, SQL, Excel/VBA, and Power BI for daily/weekly tasks and 10+ projects
- Developed brand-specific strategies through regression analysis of 500,000+ structured and unstructured data, identifying key factors affecting customer behavior and thus dealers' profits. Achieved a 15% YoY increase in dealers meeting targets and a 70% YoY surge in Nutzfahrzeuge tire sales in the Spring campaign
- Performed demand planning for 2000+ accessories; built dealers' subsidy analysis models managing over \$10M

Ernst & Young (EY), Consulting Taipei, Taiwan
Data Analysis and Research Intern (Full-time) Jun 2023 – Jul 2023

- Analyzed and researched data from industry reports, market research, and academic literature; delivered strategies and wrote reports focusing on process improvement, operational risk, and transformation initiatives
- Developed automatic spreadsheets for a risk appetite model using Python, enhanced project workflows

AMO Enterprise Co., Ltd. — Chain Bakery with 20+ Branches New Taipei City, Taiwan
Operation Planning Intern Oct 2020 – Aug 2021

- Performed inventory forecasting and analyzed cash flow using Excel VBA, managed logistics reports
- Generated two engaging Facebook page posts weekly, resulting in 2000+ reach and 600+ comments

RESEARCH EXPERIENCE

Integrating Text Mining with Service Quality and QFD for Improvement in Taipei Zoo Taipei, Taiwan

- Utilized sentiment analysis and 422 collected questionnaires analysis based on Kano, PZB models; proposed multi-dimensional improvement directions to enhance efficiency and visitor satisfaction of Taipei Zoo

Individual Contributions:

- Executed web scraping, data preprocessing, pattern mining, and sentiment analysis on 5,000+ texts from Google Maps reviews using Python; developed sentiment patterns toward 25 operational features
- Analyzed priorities for service attribute improvement from survey data; transformed expectations into practicable technical requirements; provided proposals to Taipei Zoo with Tableau dashboards

Tactical Production Planning for Semiconductor Manufacturing based on Linear Optimization: A Case Study of Taiwan Semiconductor Manufacturing Company (TSMC) Edinburgh, UK

- Developed a Decision Support System (DSS) to optimize resource allocation and the most profitable chip production strategy across 3 manufacturing sites using Linear Programming, enhancing overall gains by 13%

Individual Contributions:

- Led a cross-national team and represented the team in presenting the findings
- Conducted linear programming calculations under multiple constraints and authored all mathematical contents
- Performed comprehensive data preprocessing, sensitivity analysis and simulation, ensuring model robustness
- Designed an ER model to test data and define identifiers; established a database for the DSS with MySQL

LEADERSHIP EXPERIENCE

Faith Africa Mission Team, Ministry of Education, ROC (Taiwan)

Tanzania, Uganda, Malawi

Microloan Coordinator and Computer Training Leader (2022-2024)

Jul 2015 – Present

- **Nine-Year Commitment:** Participated continuously since age 13, spending one month each summer in East Africa offering voluntary services including computer training, children's camps, women's sewing training, and microloan programs. Progressed from a supporting and translating role to a leadership position
- **Microloan:** Evaluated and forecasted microloan viability through in-depth visits, facilitating 100+ Malawians in launching small businesses, assisting widows in overcoming financial crises by selling sewing products, and funding salaries for teachers at 6 church schools
- **Computer Training:** Taught classes from computer components to advanced Microsoft Office applications; designed practical exams, collaborated with local contacts, and organized sessions despite resource and cultural constraints, thereby empowering the employability of 400+ locals

NTPU's Green-Polis Sustainability Society

Taipei, Taiwan

Design and Branding Director

Oct 2021–Dec 2022

- Partnered with the New Taipei City Government to establish a @uCup reusable cup system, setting up 2 return points and reducing 800+ disposable cups from 20 vendors in a month; promoted campus sustainability
- Taught 500+ university and high school students on SDGs through 10 in-depth workshops across Taiwan

HONORS AND AWARDS

International Volunteer Youth Representatives, Office of the President, ROC Taiwan

Jun 2024

Received by Taiwan President Lai Ching-te in the Office of the President

Innovative Application with AI Competition —NTPU's Largest Annual IT Competition

May 2024

The Honor-Mentioned Award (For those who are within the top 6 of all participants)

- Designed and implemented a feasibility-evaluated GAN-based deepfake detection and response system targeting deepfake pornography against women on social media, featuring image origin tracing and improved data security

2021 Calculus Contest—Annual Contest for all NTPU Students Enrolled in Calculus

Mar 2021

Top Honors Award (For those who are within the top 5 percent of all participants)

CERTIFICATES

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| • Mathematics for Machine Learning: Multivariate Calculus , Imperial College London, Coursera | 2024 |
| • Data Science Math Skills , Duke University, Coursera | 2024 |
| • Google Analytics , Google | 2024 |
| • Certificate of Tableau Essential , National Association of State Boards of Accountancy (NASBA) | 2023 |

SELECTED CODE AND SKILLS

- <https://cherylwei.github.io/web/index.html> | object-oriented, advanced data structures, full stack development
- **Computer Languages:** Python, R, SQL, HTML, CSS, JavaScript, VBA
- **Software Skills:** Tableau, Power BI | SPSS, Weka, LINGO | WordPress, Wix | Clip Studio Paint Pro
- **Languages:** Mandarin (Native), English (TOEFL 111/120), Japanese (Basic), French (Basic)

INTERESTS

- **Campus Public Speaking:** Inspired 80+ university students to volunteer internationally by sharing personal experiences in a campus speech, increasing awareness and participation
- **Illustrating:** Creating digital art featuring interactions between humans and animals; successfully collaborated with @PENKER to launch personal art products sold at Eslite Xinyi, Taiwan's largest bookstore at the time [[Link for artwork website](#)] [[Link for @PENKER collaboration page](#)]