



CONTACT

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📍 Eindhoven, The Netherlands

🌐 [Website](#)

🐙 [Github](#)

EDUCATION

2023 - 2024

Tilburg University

- Master of Data Science
- GPA: 8.15 / 10.0

2016 - 2020

National Chengchi University

- Bachelor of Business Administration
- GPA: 3.96 / 4.3

SKILLS & OTHERS

- Skills : Python, SQL, R, Tableau, Power BI, HTML, CSS, JavaScript, PHP, Google Apps Script, Azure, ETL
- Interests: Learn languages, Board game, Swim, Travel, Make videos

LANGUAGES

- English (Fluent)
- Chinese (Fluent)
- French (Intermediate, B1)

YI-CHEN ZHANG

DATA SCIENCE | BUSINESS ANALYST

I have four years of working experience in Data Analytics. My professional experience includes collecting needs from companies, translating needs into requirements, and providing solutions. Also, I have rich experience in presenting with stakeholders like clients and directors. Lastly, I'm good at setting up guidelines and KPIs to speed up business processes to help businesses grow.

WORK EXPERIENCE

● **vidaXL | Utrecht | The Netherlands**

2024.12 - NOW

BI Analyst

- Analyzed financial data to identify issues in order creation processes, implementing solutions that reduced costs by 11%.
- Collaborated with logistics, sales, and finance teams to understand business requirements, design business logic, and develop problem-solving reports using BigQuery and Looker.
- Conducted simulation analyses on warehouse operations under varying conditions (e.g., working hours, operational days) to assess potential impacts and provide actionable recommendations for decision-making with Python.

● **Advantech Europe | Eindhoven | The Netherlands**

2024.02 - 2024.08

Artificial Intelligence Intern (Agile)

- Collected business needs and analyzed customers' behavior, gave insight, and presented to stakeholders for business decisions.
- Developed customer lifetime value models by using probabilistic, machine, and deep learning models to predict how many purchases and the amount of customer spending with Azure.

● **Dcard | Taipei | Taiwan**

2021.08 - 2023.08

Senior Ads Optimizer

- Led a team of 6 for a project, built a monitoring dashboard, set up guidelines and KPIs, and translated results, improving CTR by 50%.
- Worked with Data Analysts to research the best approach to write ad copy, which improved the conversion rate by over 33%.

● **Efficient International Technology | Taipei | Taiwan**

2020.08 - 2021.07

Marketing Analyst

- Evaluated SEO performance and reported it to my stakeholders with SEMrush, Google Analytics, and Search Console.
- Analyzed market trends, and competitors for a pricing strategy and reported them to my supervisor for business strategy.

PROJECTS

Predict the types of cancer with images (Python, Deep Learning)

- Performed classification prediction with 95% accuracy by using deep learning models and transfer learning.

Predict year with text data of thesis (Python, Machine Learning)

- Carried out vectorizer, missing data imputation, feature engineering, and tuning, leading to MAE 2.4 (3rd prize).

Campaign Monitor Dashboard (SQL)

- Created a monitor dashboard and set up KPIs, saving my team 2hrs per day and raising revenue from the AD network by 12%.

Daily Traffic Report Automation (Google Apps Script)

- Wrote a Script to automate a daily traffic report, reducing 8hrs routine work per week.