

TZU-YUN (DAISY) HUANG

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PROFILE

Results-driven business analyst with experience in data analysis, machine learning, and marketing strategy. Skilled in turning data into actionable insights, optimizing KPIs, and supporting cross-functional teams through Agile collaboration. Blends business acumen with technical skills to deliver scalable, data-driven solutions.

Skills: Python, R, SQL, MongoDB, Tableau, Excel, Google Analytics, SAS, Microsoft Azure, Jira.

EDUCATION

Purdue University, Daniels School of Business

West Lafayette, IN

Master of Science in Business Analytics and Information Management

August 2025

- NCAA March Madness Predictive Modeling: Developed an ensemble model using geography, team scale, and performance to predict national champion; designed an interactive Tableau dashboard to illustrate key insights.
- Disaster Tweets Classification with NLP: Engineered a DistilBERT-LSTM model to classify disaster-related tweets with 83% accuracy by applying feature engineering and sentiment analysis (VADER) on Python.

National Taiwan University (NTU)

Taipei, Taiwan

Bachelor of Business Administration, GPA 3.92/4.3

January 2023

- Engaged in International Exchange Program at University of South Carolina (UofSC) (GPA: 3.89/4.00).
- UofSC Home Prices Prediction Project: Constructed a linear regression model using R to forecast housing prices and achieved a R-squared value of 0.96; secured 2nd place in a class-wide Kaggle competition.

PROFESSIONAL EXPERIENCE

KEARNEY

West Lafayette, IN

Data Analyst at Kearney Student Lab

January 2025 – Present

- Built advertising regression models for 10+ high-impact SKUs to support media spend decisions, using Python for modeling and tuning; achieved an Adjusted R² of 0.98 and helped the client optimize ROI across campaigns.
- Performed sales and complaint analysis to uncover product pain points by leveraging Pacvue and Profitero datasets; identified key dissatisfaction drivers and entry-category growth strategies for beginner hobbyists.
- Presented findings at the 2025 INFORMS Analytics+ Conference, showcasing a full-stack analytics solution combining regression, XGBoost, LSTM, and scenario-based cost modeling.

ASUS

Taipei, Taiwan

Associate Business Analyst

February 2024 – July 2024

- Automated 8 performance dashboards in Looker Studio by using Google Analytics data to monitor e-commerce sales and user behavior; collaborated in Agile sprints with marketing and data teams to iterate on KPIs.
- Analyzed A+ content performance for 14+ Amazon product lines (e.g., motherboards, graphic cards) and participated in weekly check-ins with regional managers, improving new launch visibility across markets.
- Spearheaded ProArt Central Promotion to expand customer segments across 30 branches by utilizing Excel to track regional performance and set evaluation benchmarks; generated in 86 videos and 2.8 million total views.

IKEA

Taipei, Taiwan

Business Analyst

January 2023 – July 2023

- Evaluated effectiveness of marketing and advertising strategies on social media by analyzing insights data in Meta Business Suite and conducting competitor research; elevated organic reach of posts by 43%.
- Programmed HTML pages for the New Lower Price campaign; collaborated with Hong Kong stakeholders to prioritize high-rated products using Microsoft Clarity's heatmaps and behavioral data.
- Coordinated with project managers and app developers across regions to troubleshoot UX issues in the IKEA Taiwan app; enhanced content relevance and usability by facilitating iterative feedback loops across teams.

Digital Marketing Analyst Intern

July 2022 – January 2023

- Conducted behavioral analysis of online customer journeys using Google Analytics; identified rotational inefficiencies in product displays and optimized web placements, improving engagement across channels.
- Monitored and reported SEO rankings and website health metrics weekly, using data trends to recommend improvements; contributed to steady customer base growth through visibility and content refinement.

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- **Chief Marketing Officer of International Business Camp:** Directed a 9-person team and accomplished marketing plans to promote brand awareness via audience research, enhancing followers by 31% on Facebook.
- **Language Skills:** Fluent in Mandarin, Taiwanese, and English; basic proficiency in Japanese.