

Hsi-Ning Chao (Dorothy)

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Education

National Taiwan University (NTU), Taipei Taiwan 2018.9 – now

B.S. in Economics, College of Social Science, junior

- GPA : 4.005 (4 semesters)
- Course : Statistics, Econometrics, Accounting, Microeconomics, Macroeconomics, Machine Learning, Programming for Business Accounting, Marketing Data Science
- Program : Neurobiology and Cognitive Science Program

Intern Experience

Taiwan Marketing Research, Marketing Data Science Intern

2020.11 – now

- Conducting a marketing analysis project for a pastry shop with the following procedure:
 - Web crawling: Use python to collect data from google review, dcard, and ptt.
 - Segmentation: Apply k means and hierarchical to separate different market.
 - Positioning: Apply LSTM to do sentiment analysis and develop marketing strategy for the pastry shop.
- Co-author of 《Python 0 to 1》.

CECI ENGINEERING CONSULTANTS, INC., citizen journalist intern

2020.7 – 2020.12

- Make a thirty-minute-long, green energy related video with two other interns. We design the topic, compile the script, interview specialists, and edit the video in the process.

Leadership & Activities

National Taiwan University Data Analytics Club (NTUDAC) 2020.9 – now

- Apply python (data analysis) and Tableau (data visualization) to increase the retention rate of USPACE, a company providing parking lot sharing service.

ITSeed Training Program, 18th member

2020.9 – now

- Using McKinsey problem solving 7 steps and design-thinking to increase the profit of ezDreamer, a long-term care facility, to \$60,000 a month.

Skills

Software: Python, Stata, R, Tableau, Java, PowerDirector, imove

Certification : Google Ads search, Google Ads video certification

Language : Mandarin(native), English(TOEIC 905)