Hsi Ning Chao

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Education

National Taiwan University, Taipei, Taiwan   Sep.2018 – Present

Bachelor of Social Science, Junior (Major: Economics)

- GPA：4.005（4 semesters）
- Interests in data science and business analysis
- Statistics and Econometrics, Data Structure and Algorithm, Machine Learning, Linear Algebra, Marketing Data Science, Microeconomics, Macroeconomics
- Data Science and Social Inquiry Program, Neurobiology and Cognitive Science Program

Intern Experience

Taiwan Marketing Research   Nov.2020 – Present

Marketing Data Science Intern

Client: Institute for Information Industry (*Python*)

- Integrated 2-year social media data on ptt, dcard, and google map using BeautifulSoup Library and conducted data screening using tf-idf.
- Constructed customer behavioral metrics using K-means clustering.
- Conducted sentiment analysis with word embedding and Google NLP API; wrote marketing analysis report.

Client: Taiwan External Trade Development Council (*Python*)

- Developed courses and teaching materials and supported lecturer at class by monitoring and accessing student's progress and solving whatever problems arisen.

CECI ENGINEERING CONSULTANTS, INC.   Jul.2020 – Dec.2020

citizen journalist intern

- Structured a 30-minute, green energy related video with two other interns. We designed the topic, compiled the script, interviewed specialists, and edited the video in the process.

Projects

National Taiwan University Data Analytics Club (NTUDAC)   Nov.2020 - Present

Client: Shared Parking Space Provider (*Python, Tableau*)

- Identified root cause of low customer retention rate with exploratory analysis and concluded the coupon usage as main difference between loyal and disloyal customers.
- Estimated 8% retention rate growth with user interface adjustments and inclusion of customer opinion during the process of new parking lot development.

Personal Website (*html, CSS, Bootstrap*)   Feb.2021

- Created my personal website using downloaded module and redesigned the typesetting with CSS adjustments.

Skills

Software: Python, Stata, SQL, R, Tableau, Java, PowerDirector, imovie

Certification：Google Ads search, Google Ads video certification

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