[My personal website](My personal website)     **Derrick HSU 徐紹宸**     [qwer6986270@gmail.com](mailto:qwer6986270@gmail.com)

Data Engineer/Data Analyst with over a year of experience in designing data pipelines, resolving ad-hoc business, leveraging data, delivering actionable and high-quality business insights, specializing in database management and large-scale data warehousing solutions. Proficient in deploying data-driven solutions to complex business problems

## EDUCATION

**National Cheng-Chi University**     Sep. 2020 – Jun. 2024
- Bachelor's degree, Management Information Systems, English Taught Program

## WORK EXPERIENCE

**Shopee SPX-BI Data-Engineer / Data-Analyst Intern**     Nov. 2023 — Aug. 2024
- Designed data pipeline, responsible for end-to-end development and maintenance with Python(multithreading), SQL, and App Script, reducing processing time from 360+ min to 90+ min
- Oversaw the creation, reading, updating, and deletion operations for the data warehouse, structuring and maintaining over five tables(each containing over ten million data entries), to ensure efficient data storage and retrieval, adjusting columns according to our rapidly changing business needs
- Automated the collection of rental housing information. Developing web-crawling pipeline. Applied the Haversine formula and additional variables to calculate the priority of each property. Daily update of over 4,000 data points
- Established and maintained a dashboard for real-time data visualization, aiding in the management of logistics containers and the adjustment of driver routes, significantly enhancing the efficiency and flexibility of linehaul dispatches
- Collaborated with the IT department of a coupon distribution company, interfaced with the company's API, implemented DES encryption and decryption protocols for coupon data, assisted daily automatic redemption

**iRent (via DAC) Project Member**     Feb. 2024 — May. 2024
- Conducted feature engineering and trained XGBoost models, utilizing SHAP and PDP for evaluating key factors affecting monthly income, facilitating strategic adjustments in marketing operations
- Segmented Taiwan into one square kilometer grids, employed XGBoost for predicting the score of each grid, and established a dashboard using Power BI for visualization, providing a more data-driven reference for scaling operations

**Uber Customer Operation Intern**     Jun. 2023 — Aug. 2023
- Classified customer groups based on behavior and identified merchants with SQL, providing different coupons and billboard advertisements according to user groups
- Created Electronic Direct Mail (EDM) campaigns and collaborated with international engineering teams to streamline communications

## OTHER EXPERIENCE

**Full-Stack Web Application Development**     Feb. 2025
- Tech Stack: React (Next.js), Node.js (Express), Tailwind CSS, PostgreSQL
- Well-Structured Backend: Designed a structured RESTful API for seamless frontend-backend interactions
- Enhanced User Experience: Intuitive UI built with Tailwind CSS for a smooth and engaging user experience
- Authentication & Authorization: Integrated secure login system to manage user access

**Teaching Assistant / Data Science for Business**     Sept. 2023 — Jan. 2024
- Assisted in teaching courses covering Machine Learning Algorithms, Pandas, Numpy, Seaborn and Matplotlib
- Conducted recitation sessions for students, providing additional support to those requiring extra help

**LEADER / NCCU MIS Capstone Project - NFT Ticket**     Sept. 2022 — Dec. 2023
- Developed and deployed smart contracts using Solidity, issuing tickets on the blockchain as NFT tokens with transfer restrictions to mitigate scalper tickets and price ramping
- Led project management efforts, facilitated communication with professors, set timelines with Gantt charts

**LEADER /Amazon Global Selling e-commerce business competition, Merit Award**     Sept. 2023 — Dec. 2023
- Conducted business analysis, optimized keywords, and refined marketing strategies, achieved a 5.93 in RPC efficiency

## KEY SKILLS

**Programming :** Python(Flask, Pandas, Scikit-learn), SQL(Presto, ClickHouse), Javascript(React(Next), Node(Express)), Tailwind CSS, Solidity

**Visualization :** Tableau, Python(Matplotlib, Seaborn)

**ETL / Scripting :** Google Apps Script, Google APIs, Excel/Gsheet formula