Derrick HSU 徐紹宸

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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

LEADERSHIP EXPERIENCE

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 / E-commerce Business Competition, Merit Award   Sept. 2023 — Dec. 2023

Amazon Global Selling
- Conducted business analysis, optimized keywords, and refined marketing strategies to assist merchants in managing their Amazon online stores,aim to increase revenue and exposure, achieved a 5.93 in Remote Procedure Call (RPC) efficiency

LEADER / Marketing Planning Project   Oct. 2022 — Dec. 2022

Cookinn Taiwan, National Knowledge Development Association
- Led business analysis to devise new marketing strategies in response to declines in visitor numbers and revenue due to COVID-19

KEY SKILLS

Programming : Python(Flask, Numpy, Pandas, gspread, Scikit-learn), SQL(Presto SQL, ClickHouse SQL), Javascript, Solidity
Visualization : Tableau, Python(Matplotlib, Seaborn)
ETL / Scripting : Google Apps Script, Google APIs, Excel/Gsheet formula