

Shih, Chia-Lun

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Profile

Grew up in Taoyuan, Taiwan. Possessing strong passion about history and data. Specilizing in exploring historical facts by conducting data analysis. Cultivated solid skill of performing quantitative analysis with econometric models and methods



Education

2019.09-2020.01	Renmin University of China	Exchange Student
2017.09-2020.01	NCCU Department of Economics	Master
2013.09-2017.06	NCCU Department of Economics	Bachelor
2013.09-2017.06	NCCU Department of History	Bachelor

Experience

- 2020.03-now Test Rite Group Customer Analysis and Market Research Specialist**
- **GIS Analysis:** Conducting data cleansing for more than 2 million members with SQL and Python. Visualized penetration rate over the whole country with Folium package to support business development planning
 - **Marketing data analysis:** Generated targeted marketing customer data and execute data mining to label, analyze, and cluster audiences. Evaluated marketing strategies with A/B Test with the basis of transformed database
 - **Geography database:** Constructed geography database with PostgreSQL and wrote ETL algorithm script. Deployed the code on Airflow to automate the process, which saved the workload by 80%
 - **O2O Project:** Discovered critical factors to identify targeted marketing customers by cross checking on-line and in-store purchasing recorded. Improved marketing performance by 50%
- 2019.09-2019.12 JD.com Data Analyst Intern**
- **Sales analysis report:** Constructed weekly and monthly sales report with Python for strategy execution
 - **Local sales management:** Assisted JD on enacting KPI measurement guideline. Provided sales performance achievement rate to every district weekly. Examined KPI of individual sale person on a quarterly basis
- 2018.07-2018.08 Yuanta Financial Holding Co., Ltd. Yuanta Digital Finance Department Intern**
- **Project Research:** Utilized R to compare accidental death and injury rate and visualized data through “Shiny” package. The project will be the critical reference of online insurance implementation

Activities

- 2018.11-2018.12 Contest held by Science & Technology Policy Research and Information Center First Place**
- Analyzed the CO2 data of the past 60 years. Compared the outcome with industrial deveopment of different countries. Attempted to seek the possibility of the balance between economic development and enviromental sustainability

Skills

- Language TOEIC 815**
- Computer Skills Python, SQL, SAS-EG, R, Excel, Git, Java, Stata, Pajek, ORA**
- Data visualization, GIS analysis, Regression analysis, Decision tree, Network analysis