Tzu Heng SU

Marketing Data Analyst

My Contact

Location
Rennes, Brittany, France

Contact
+33 743646446

LinkedIn
TZU HENG SU

Skill

- Forecasting & Predictive Analytics
- Data-Driven Decision Making
- Python
- Data Visualization (Power BI)
- Sustainability Management
- RAG System Development
- Digital Marketing

Certification

- Environment, Social and Governance Literacy (Specialist & Expert) – IPOE, Dec 2023
- Net-Zero Carbon Planning Manager Certification –IPAS, Dec 2024
- AI Application Planner Competency Assessment –IPAS, May 2025
- Microsoft Certified: Power BI Data Analyst Associate (PL-300) — In progress

Education

- Bachelor of Science in Logistics Management (Aug 2024) National Kaohsiung University of Science and Technology, Taiwan
- Master of Finance (Aug 2025) National Kaohsiung University of Science and Technology, Taiwan
- Master of Digital Marketing Management (Expect Aug 2026) Rennes School of Business, France

About Me

Passionate about integrating sustainability, digital marketing, and machine learning, with a focus on using predictive analytics to support business decisions. I continuously deepen my knowledge of AI and use tools like Antigravity to build my own portfolio website and my personal brand website.

Project Experience

Qijin Ferry | ESG Project
Jan 2023 – Jun 2023 Taiwan

- Conducted a survey-based study on consumer attitudes toward adopting biodiesel for Qijin ferry services.
- Performed statistical analysis on collected data to identify key factors influencing public acceptance.

Kaohsiung Veterans General Hospital | Waste Prediction Project
Sep 2024 – Jul 2025 Taiwan

- Developed machine learning models using historical inpatient variables to accurately predict the monthly volume of infectious hospital waste, achieving a forecast error below 10%.
- Identified the most influential variables affecting infectious waste generation, providing management with actionable insights to optimize waste handling and resource allocation, thereby enhancing efficiency and reducing operational costs.

Dockmate France | Digital Marketing Project
Sep 2025 – Oct 2025 France

- Applied modern digital marketing tools to enhance brand awareness and cultivate customer loyalty in French market.

Rennes School of Business | Behavior Prediction Project
Sep 2025 – Jun 2026 France

- Developing machine learning models to predict consumer green engagement on social media in the French market using survey data.
- Identifying key factors affecting sustainable brand participation to provide actionable insights for ESG-oriented marketing strategies.

Retrieval-Augmented Generation System | Independent Project
Nov 2025 – Present

- Built a retrieval-augmented generation (RAG) system to automate academic paper summarization and question answering, integrating vector databases, large language models, and custom pipelines.

Customer Churn Analysis | Independent Project
Jan 2026 – Present

- Analyzed customer churn for a subscription-based business, identifying and ranking key drivers of attrition using statistical and machine learning methods.
- Built interactive Power BI dashboards to clearly visualize customer segments, churn risk, and actionable insights for marketing and retention strategy.