Shang-Cheng Shih

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EDUCATION

National Taipei University **Sep.2020 - Jun.2025(Expected)**
BBA in Business Administration, Double Major in Statistics **GPA: 3.74/4.0**

- **Relevant Modules:** Computer Science and Programming(A), Business Computer Programming(A+), Statistical Computing(A-), Website Planning(A+), Data Mining(A+), Information Management(A+), Introduction to probability, Statistical Inference, Regression Analysis, Database systems, Cloud Applications and Data Analysis
- **Honors:** Representatives of Outstanding College Youth, 2024 | Academic Excellence Award, 2023 Spring | Excellence Scholarship. 2023 | The Outstanding Scholarship, 2023 | Schoolwide Athlete Representative, 2023

WORK EXPERIENCE

Taiwan Mobile **Jul.2023 - Dec.2023**
Data Analyst Intern

- Leveraged **SAP BusinessObjects** to gather raw data, performed data cleansing and transformation using **Excel** functions and pivot tables from **7M+** users.
- Performed sentiment analysis on Streaming Video on Demand (SVOD) content, analyzing social volume and comparing weekly trends based on collected data.

Computer Center, NTPU **Jan.2022 - Jun.2023**
IT Assistant

- Assisted **100+** teachers and students in resolving harware, software and operating system-related issues, showcasing problem-solving and communication skills.
- Installed and configured software applications on a monthly basis to meet the needs of 50+ employees.

LEADERSHIP & AWARDS

Development of a Browser-Based Regression Analysis System **Jan.2024 - Present**
Team Leader

- Crafted a cutting-edge user interface leveraging **Python Streamlit** for regression analysis, amalgamating sophisticated data analysis, and an intuitive user experience.

Google Developer Student Clubs **Jul.2023 - Present**
Co-Founder & Vice President

- Managed marketing and event planning efforts, yielding a one-month content exposure of **10.5k** and reaching **2.8k** individuals. Successfully attracted over **160** students to participate.

1st Place - 2023 Seminar Competition in Department of Business Administration **Sep.2023 - Dec.2023**
Team Leader

- Employed **Sentence-BERT** with Python for similarity comparison between over **60k** job descriptions and school curricula, fine-tuned for generating sentence embeddings, making it effective for semantic similarity assessment.
- Utilized **association rule analysis** to identify patterns and combinations of skills necessary for different professions, finds frequent correlations among sets of items in workplace databases.
- Developed a chatbot application with **MySQL** and **Python**, simulated a conversation with human users, and offered personalized recommendations based on research findings.

Outstanding Award - Global Digital Talent Awards, Ministry of Digital Affairs **Jul.2023 - Nov.2023**
Team Leader

- Implemented **user behavior labeling** techniques utilizing DNS log and Location-Based Service (LBS) mobile data to gain insights into **700k** Disney+ subscribers preferences and trends.
- Exploited **Decision Trees** with Python to segment target audiences based on browsing characteristics, enabling precise targeting and personalized marketing strategies.
- Applied **Multidimensional Scaling** techniques to visualize and interpret high-dimensional data sets related to consumer preferences and behaviors.
- Leveraged **Amazon Quicksight** business intelligence (BI) applications and **Tableau** to visualize and interpret data analytics results, facilitating informed marketing strategies and A/B testing initiatives.

SKILLS

Languege: TOEIC 945

Professional Abilities: Excel, SAP BusinessObjects, Python, HTML/CSS, MySQL, SAS