

# JASON(KUAN-TSA) CHEN

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## WORK EXPERIENCE

### UNIEAT Co. Ltd.

Taipei, Taiwan

Business Analyst

November 2020 – present

- Conducted financial analysis and projections to develop the fund-raising plans and strategies for oversea expansion
- Built-up dashboards and data visualization using Python to provide real-time insights into the products and business KPIs
- Utilize Google Apps Script to build a system to automatically create and deliver the documents to different departments, reducing the processing time by 80%.
- Developed enterprise resource planning (ERP) system on Odoo using Python to facilitates error-free sales, production, and inventory data and reduced the monthly expense of the organization by 15%.

### JARDINE RESTAURANT GROUP

Taipei, Taiwan

Marketing Intern

July 2019 – September 2019

- Conducted food aggregator research on potential acquisitions to expand the company's sales using Google Analytics and Python
- Initiated new menu in UberEats channel and increased 7 times incremental sales in the pasta category

### SHOPEE

Taipei, Taiwan

Local Outreach Intern

February 2019 – June 2019

- Prepared more than 50 events such as Shopee Award Ceremony and seller gatherings
- Decreased 10% absence rate by adjusting the process

## EDUCATION

### NEW YORK UNIVERSITY TANDON SCHOOL OF ENGINEERING

Online

Bridge to Computer Science program

January 2021 – present

- **Relevant Courses:** Computer Programming in C++, Object Oriented Design, Discrete Math, Data Structures and Algorithms, Principles of Operating Systems, and Introduction to Computer Networks.

### NATIONAL TAIWAN UNIVERSITY

Taipei, Taiwan

Bachelor of Science in Business Administration - Division of Technology Management

September 2016 – June 2020

- **Relevant Courses:** Calculus, Statistics, Linear Algebra, Database management, Programming design (C++), Big Data and Business Analytics, E-Commerce Ecosystems in the Big Data Era

### ZHE JIANG UNIVERSITY

Hangzhou, China

Bachelor of Science in Business Administration (Exchange Program)

September 2019 – January 2020

## LEADERSHIP

### DEPARTMENT OF BUSINESS ADMINISTRATION STUDENT ASSOCIATION

Taipei, Taiwan

Director of Finance

September 2018 – June 2019

- Compiled of the annual budget of the student association and supervised the usage of money for 50 activities
- Hosted meetings with 20 officers and evaluated the plans and achievements of each function

### KEY OF MANAGEMENT SUMMER CAMP

Taipei, Taiwan

Director

March 2018 – July 2018

- Coordinated a 5-day camp including 10 curriculums, 8 activities, and 3 guest speeches
- Led a team of 18 officers to coordinate administrative, propaganda, activities and events, curriculum functions; managed a group of 224 people composed of 144 high school students and 80 schoolmates

## CAPSTONE PROJECT

### SABERMETRICS

Taipei, Taiwan

Member

March 2019 – July 2019

- Extracted web content by Python to collect games' play-by-play data of Chinese Professional Basketball League from 2014-19
- Conducted text mining, cleaning, data visualization, T-test, cluster analysis, and regression model using R
- Built a sabermetric dashboard about players' performance to identify a player's contribution and the necessity of tactics in each game

## ADDITIONAL

- **Languages:** Mandarin (native), English
- **Programming Languages:** Python, R, C++, MySQL, MongoDB, Google Apps Script
- **Competition:** Data innovation competition in Taiwan 2020 (final round), Shopee Code League 2020