Joe Lin

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EDUCATION

National Taiwan University   **Taipei, Taiwan (R.O.C)**
Department of Accounting (Minor in Business Analytics Program)   Sep 2020 ~ present
- Courses: Accounting, Statistics, Programming for Business Computing, Big Data Marketing, Data Visualization with Modern Data Science, Business Intelligence and Data Analytics Capstone
- GPA 4.10/4.30 (overall)

WORK EXPERIENCE

President Securities Corp.   **Taipei, Taiwan (R.O.C)**
Data Center Intern   Jul 2024 ~ present
- Assisted with the database management, including data cleaning, integration, and visualization
- Conducted data analysis to support various business decisions such as assisting with targeted customer marketing campaigns

Medtronic   **Taipei, Taiwan (R.O.C)**
Accounting Intern   Sep 2023 ~ Mar 2024
- Assisted with the maintenance of employees expenses database and generate monthly analysis reports
- Supported ad-hoc projects or tasks such as authoring SOPs, verification of commission expense vouchers and filing documents

O-Bank   **Taipei, Taiwan (R.O.C)**
Strategic Planning Intern   Jul 2023 ~ Aug 2023
- Assisted with the research of global market including PEST analysis and strategic planning
- Conducted an in-depth analysis and generated a comprehensive credit report for Advanced Wireless & Antenna INC., highlighting key financial metrics and risk factors.

LEADERSHIP AND RESPONSIBILITIES

Capstone Project for EY Technology Consulting   **Taipei, Taiwan (R.O.C)**
Member   Feb 2024 ~ Jun 2024
- Led my teammates to develop a machine learning model to predict high-value customers with 70% accuracy by performing EDA, creating an RFM model
- Analyzed consumer behavior patterns and provided data-driven business solutions, leading to the implementation of more targeted marketing efforts and improved customer acquisition.

NTU Data Analytics Club   **Taipei, Taiwan (R.O.C)**
HI-MS Project   Feb 2024 ~ Jun 2024
- Developed machine learning models to predict parking lot revenue and identify key influencing factors, enhancing decision-making efficiency
- Created visual dashboards to present the results of the parking lot revenue prediction models, providing intuitive data analysis and improving business insights.

Junyi Academy Foundation Project   Sep 2023 ~ Dec 2023
- Designed measurable indicators to explain the definition of a great question and proposed strategic suggestions to our clients
- Demonstrated effective communication and collaboration skills while actively engaging with team members to achieve project objectives and deliver value to clients.

TMBA │ ECM/GIR   **Taipei, Taiwan (R.O.C)**
Member   Sep 2022 ~ June 2023
- Prepared an industry research report, including valuation analysis and financial modeling
- Conducted global macroeconomic research and generated an investment portfolio for our clients

ADDITIONAL INFORMATION
- Language: Mandarin (native), English (fluent, TOEIC 890)
- Computer Skills: Python, SQL, Tableau, Power BI, Excel, Word, PowerPoint, TEJ