Chia-Yi Yen

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https://nadiayen.github.io/

SKILLS and LANGUAGES

Skills: SQL, Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn), PySpark, Hadoop, R, SAS, MongoDB, Tableau, PowerBI, Machine Learning, Deep Learning, Data Analysis, Data Visualization, Data Modeling, Excel (Lookup functions, Power Query, Power Pivot)
Languages: Chinese (Mandarin), Italian

EDUCATION

The University of Texas at Dallas   08 2024
Master of Science, Information Technology and Management   **GPA 3.83**

National Sun Yat-sen University, Kaohsiung, Taiwan
Master of Social Science, International Relations   **GPA 3.99**

Fu Jen Catholic University, New Taipei, Taiwan
Bachelor of Arts, Italian Language and Culture   **GPA 3.1**
Exchange program: **L'Università Ca' Foscari**, Venice, Italy

PROFESSIONAL EXPERIENCE

Taroko Door and Window Technologies Inc., Kaohsiung, Taiwan   08 2020 – 08 2021
Project Manager
- Slashed product costs 15% by negotiating pricing and fees, while ensuring the enhancements of services.
- Improved 30 % of product visibility on the official website by using Google Trends and Google Analytics.
- Strategically launched a new product on Amazon by conducting in-depth analysis of competitor product to optimize pricing and product positioning.

International Sales Representative   02 2020 – 08 2020
- Increased reach rate of the official website by 30 % using keywords in Google Trends.
- Boosted social media visibility 70% through efficient custom marketing videos, converting PowerPoint slides.
- Expanded the potential client base by 35 % in a 3-month period.

ACADEMIC PROJECT EXPERIENCE

CNN Fine-tuning, Applied Deep Learning   09 2023 – 10 2023
- Achieved an impressive test accuracy of 0.9946 with a low loss of 0.0202 by using Keras Tuner to fine-tune hyperparameters for a Convolutional Neural Network (CNN) model.

CO_2, Methane, GDP, Population, and Temperature Relations, Applied Machine Learning   03 2023 – 05 2023
- Used Machine Learning algorithms (Ridge, Lasso, PCA, Random Forest, and Decision Tree) to build models, analyze data and possible insights.

Truck Data Analysis, Big Data   03 2023 – 05 2023
- Leveraged Spark and Hadoop for data processing. Executed visualization and dashboarding using Tableau.

Youtube Video Click Rate Analysis, Database Foundation for Business Analytics   11 2022 – 12 2022
- Designed database using Excel and SQL and analyze data for possible insights.
- Conducted advanced SQL queries on massive datasets of YouTube video click rate.

Classification- Decision Tree Analysis, Modeling for Business Analytics   10 2022 – 11 2022
- Leveraged decision tree modeling to predict customer behavior.
- Used random forests and k-nearest neighbor models to pinpoint vital customer clusters, optimizing engagement and retention efforts.

Supermarket Transaction Analysis, Modeling for Business Analytics   09 2022 – 10 2022
- Used association rule mining to build customer-level propensity models.
- Used hierarchical and k-means clustering to segment customers for targeted promotions.

Movie Box Revenue Prediction, Modeling for Business Analytics   08 2022 – 09 2022
- Used ML algorithms (principal component analysis; PCA) to build predictive models, analyze data and business insights.

LEADERSHIP EXPERIENCE

Ministry of Foreign Affairs, Taipei, Taiwan   06 2017 – 07 2017
- Participated in the 12th Young Leaders for Foreign Affairs Program and led a team in international issue debates.

National Sun Yat-sen University, Kaohsiung, Taiwan   03 2017 – 04 2017
- Organized the Sizihwan International Conference on Asia-Pacific Studies on the theme of 'Challenges to Local Politics in the Asia-Pacific Region' and hosted international scholars.

ADDITIONAL INFORMATION

Eligibility: F1 visa, eligible to work in the US for internships and full time for up to 36 months.