Chia-Yi Yen

Bellevue, WA | (925)819-9608 | chia-yi.yen@utdallas.edu | https://www.linkedin.com/in/chiayi-yen/ | https://nadiayen.github.io/

SKILLS and CERTIFICATES
- Analytical skills: SQL, Python (Pandas, NumPy, Scikit-learn, PyTorch), R, Spark, Hive, Hadoop, SAS, NoSQL(mongoDB)
- Visualization skills: Tableau, PowerBI, Python (Matplotlib, Seaborn), R(ggplot2)
- Language skills: Chinese (Mandarin), Hokkien, Italian
- Certificates: Graduate Certificate in Applied Machine Learning   December 2023
                        Google Advanced Data Analytics Certificate   January 2024

EDUCATION
The University of Texas at Dallas, M.S. in Information Technology and Management — Texas, US   August 2024
Modules: Data Analytics (SQL, Python, R), Big Data (Spark, Hive, Hadoop), Machine Learning (Python)   **GPA 3.83**
National Sun Yat-sen University, M.S. in International Relations — Kaohsiung, Taiwan   **GPA 3.99**
Fu Jen Catholic University, B.A. In Italian Language and Culture — New Taipei, Taiwan   **GPA 3.10**
Exchange program: L'Università Ca' Foscari — Venice, Italy

PROFESSIONAL EXPERIENCE
PACCAR Financial — Bellevue, US   June 2024- September 2024
Sales and Service Analytic Intern
Python / SQL / Tableau / Salesforce / Snowflake / Problem-solving / Sales Forecasting / Business Requirements
- Initiated and developed SalesPoints Recommender using Python, identifying optimal Used Truck Centers for selling different type of truck. Significantly enhanced sales efficiency and increasing daily operations rates by 23%.
- Identified sales patterns and navigated inventory-related challenges by analyzing sales data using Python and Tableau.
- Employed Python and Excel to manipulate data from two databases to improve data integrity, maintaining a 97% accuracy rate.

Taroko Door and Window Technologies Inc. — Kaohsiung, Taiwan   August 2020- August 2021
Project Manager
SQL / Advanced Excel / Project Management / Ecommerce / Consumer Insights / Sales Forecasting / Market Analysis
- Identified key problems by analyzing sales data and market trends using SQL and Excel to navigate pandemic-related challenges.
- Spearheaded a data-driven approach to improve media engagement, utilizing A/B testing and correlation analysis to boost Facebook interaction by 315% and search ranking performance. Surpassed original target by 15%.
- Strategized product positioning by analyzing pricing, sales forecasts, and competitors' products.
- Orchestrated cross-functional meetings across four departments to establish a new SOP for manufacturing product, improving productivity and efficiency metrics, resulting in a 25% faster project delivery.

International Sales Representative   February 2020- August 2020
Data Exploration / Stakeholder Communication / Media Analysis / Web Analysis
- Created competitor intelligence reports using web scraping and geographic analysis.
- Increased reach rate of the official website by 180 % using keywords in Google Trends.
- Boosted social media visibility 120% through analyzing consumer behavior using exploratory data analysis.

PROJECT
Online Review Analysis for a Food Company Using NLP, Applied Natural Language Processing   February 2024- May 2024
- Utilized Natural Language Processing techniques (tokenization, sentiment analysis, topic modeling, named entity recognition) with Python (NLTK, SpaCy) to extract insights from a large volume of online customer reviews and inform business decisions.

Convolutional Neural Network Fine-tuning, Applied Deep Learning   October 2023- November 2023
- Achieved an impressive test accuracy of 99.46% with a low loss of 0.0202 by using Keras Tuner to fine-tune hyperparameters for a Convolutional Neural Network (CNN) model, optimizing performance and enhancing predictive accuracy.

CO_2, Methane, GDP, Population, and Temperature Relations, Applied Machine Learning   March 2023 – May 2023
- Developed and compared models using Ridge, Lasso, Random Forest, Decision Tree, and K-Nearest Neighbors, evaluating performance to identify the most effective model.

Truck Data Analysis, Big Data   March 2023 – May 2023
- Utilized Spark and Hadoop for processing large datasets and created visualizations and dashboards using Tableau.

Youtube Video Click Rate Analysis, Database Foundation for Business Analytics   October 2022 – December 2022
- Designed and implemented a database using Excel and SQL. Performed advanced SQL queries on extensive YouTube click rate datasets to uncover actionable insights and support business analytics.

Classification- Decision Tree Analysis, Modeling for Business Analytics   October 2022 – December 2022
- Leveraged decision tree modeling to analyze and predict customer behavior. Trained the model using cross-validation. Evaluated model performance with metrics, and interpreted results to uncover key customer behavior patterns.
- Applied random forests and k-nearest neighbors to identify customer clusters, deploying it to support targeted marketing strategies.

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

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