

Chia-Yi Yen

Plano, Texas, 75080; (925)8199608; chia-yi.yen@utdallas.edu

<https://www.linkedin.com/in/chiayi-yen/>

<https://nadiayen.github.io/>

EDUCATION

The University of Texas at Dallas

Master of Science, Business Analytics

05 2024

GPA 3.83

National Sun Yat-sen University, Kaohsiung, Taiwan

Master of Social Science, International Relations

06 2018

GPA 3.99

Fu Jen Catholic University, New Taipei, Taiwan

Bachelor of Arts, Italian Language and Culture

06 2015

GPA 3.6

PROFESSIONAL EXPERIENCE

Taroko Door and Window Technologies Inc., Kaohsiung, Taiwan

08 2020 – 08 2021

Project Manager

- Launch new product on amazon : DIY retractable screens
- Slashed product costs 15% by negotiating pricing and fees, while ensuring the enhancements of services
- Improve 30 % of product visibility on the official website by using Google Trends and Google Analytics
- Reduce cross-functional communication time by 25% by creating a new data spreadsheet

02 2020 – 08 2020

Sales Representative

- Increase reach rate of the official website by 30 % using customized content
- Increase social media visibility by 70% using keywords in Google Trends
- Expand the potential client base by 35 % in a 3-month period

ACADEMIC PROJECT EXPERIENCE

CO₂, Methane, GDP, Population, and Temperature Relations, Applied Machine Learning

03 2023 – 05 2023

- Analyzed data using Ridge, Lasso, PCA, Random Forest, and Decision Tree.

Truck Data Analysis, Big Data

03 2023 – 05 2023

- Leveraged Spark for data processing and Tableau for visualizing insights.

Youtube Video Click Rate Analysis, Database Foundation for Business Analytics

11 2022 – 12 2022

- 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 optimize engagement and retention efforts.

Supermarket Transaction Analysis, Modeling for Business Analytics

09 2022 – 10 2022

- Performed an analysis of transaction data using association rule mining.
- Clustered customer: Used hierarchical and k-means clustering to segment customers for targeted promotions.

Movie Box Revenue Prediction, Modeling for Business Analytics

08 2022 – 09 2022

- Conducted a revenue analysis of movie box office data using principal component analysis (PCA).

LEADERSHIP EXPERIENCE

Ministry of Foreign Affairs (Taiwan), 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.

Fu Jen Catholic University, New Taipei, Taiwan

05 2011 – 05 2012

- Planned industry visits and led students on tours of the Ministry of Foreign Affairs and Ministry of Justice Investigation Bureau.

ADDITIONAL INFORMATION

Skills: SQL, Python(Pandas), Spark, Tableau, PowerBI, Microsoft Excel, MongoDB, R

Languages: Chinese(Mandarin), Italian

Eligibility: VISA, Eligible to work in the US for internships and full time for up to 36 months