

Chia-Yi Yen

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EDUCATION

The University of Texas at Dallas	05 2024
<i>Master of Science, Business Analytics (Data Science Track)</i>	GPA 3.83
National Sun Yat-sen University , Kaohsiung, Taiwan	06 2018
<i>Master of Social Science, International Relations</i>	GPA 3.99
Fu Jen Catholic University , New Taipei, Taiwan	06 2015
<i>Bachelor of Arts, Italian Language and Culture</i>	GPA 3.1

PROFESSIONAL EXPERIENCE

Taroko Door and Window Technologies Inc. , Kaohsiung, Taiwan	08 2020 – 08 2021
<i>Project Manager</i>	
<ul style="list-style-type: none">Slashed product costs 15% by negotiating pricing and fees, while ensuring the enhancements of servicesImprove 30 % of product visibility on the official website by using Google Trends and Google AnalyticsStrategically launched a new product on Amazon by conducting in-depth analysis of competitor data to optimize pricing and product positioning	
<i>Sales Representative</i>	02 2020 – 08 2020
<ul style="list-style-type: none">Increased reach rate of the official website by 30 % using keywords in Google TrendsBoosted social media visibility 70% through efficient custom marketing videos, converting PowerPoint slidesExpand 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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">Leveraged Spark and Hadoop for data processingExecuted visualization and dashboarding using Tableau	
Youtube Video Click Rate Analysis , Database Foundation for Business Analytics	11 2022 – 12 2022
<ul style="list-style-type: none">Design database using Excel and SQL and analyze data for possible insightsConducted advanced SQL queries on massive datasets of YouTube video click rate	
Classification- Decision Tree Analysis , Modeling for Business Analytics	10 2022 – 11 2022
<ul style="list-style-type: none">Leveraged decision tree modeling to predict customer behaviorUsed random forests and k-nearest neighbor models to identify key cluster of customers and optimize engagement and retention efforts	
Supermarket Transaction Analysis , Modeling for Business Analytics	09 2022 – 10 2022
<ul style="list-style-type: none">Used association rule mining to build customer-level propensity modelsUsed hierarchical and k-means clustering to segment customers for targeted promotions	
Movie Box Revenue Prediction , Modeling for Business Analytics	08 2022 – 09 2022
<ul style="list-style-type: none">Used Machine Learning 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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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, NumPy, Scikit-learn), PySpark, Hadoop, Tableau, PowerBI, Microsoft Excel, MongoDB, R, Machine Learning, Data Visualization, Data Modeling
Languages: Chinese (Mandarin), Italian
Eligibility: VISA, Eligible to work in the US for internships and full time for up to 36 months