

Chia-Yi Yen

Data Analyst

Skilled in Python, SQL and R programming with 1+ year of experience in analyzing customer behavior, including Machine Learning and Data Science.

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EXPERTISE & SKILLS

Programming Languages: SQL, Python (sklearn, pandas, matplotlib, seaborn), R, Spark
Productivity Tools: Tableau, Excel, PowerBI
Languages: English, Chinese(Mandarin), Italian, Hokkien
Skills: Customer Analysis, Classification, Principle Component Analysis, Decision Tree Analysis

EXPERIENCE

Project Manager

Taroko Door and Window Technologies, Inc., Kaohsiung, Taiwan 08/2020 – 08/2021

- 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.

Sales Representative

Taroko Door and Window Technologies, Inc., Kaohsiung, Taiwan 02/2020 – 08/2020

- 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

EDUCATION

The University of Texas at Dallas, Texas, U.S.A.

M.S. in Business Analytics - Data Science track Expected 05/2024

GPA: 3.78 /4.0

National Sun Yat-sen University, Kaohsiung, Taiwan

M.S. in China and Asia-Pacific Studies 06/2018

GPA: 3.99 /4.3

Fu Jen Catholic University, New Taipei City, Taiwan

Bachelor of Arts in Italian Language and Culture 06/2015

- Exchange program: L'Università Ca' Foscari, Venice, Italy

GPA: 3.6 /4.0

PROJECTS

Modeling for Business Analytics, UT Dallas

- **Movie Box Revenue Prediction** 09/2022
- **Supermarket Transaction Analysis** 10/2022
- **Classification- Decision Tree Analysis** 11/2022
- **Regression with Maximum Likelihood Estimation** 12/2022

Database Foundation for Business Analytics, UT Dallas

- **Youtube Video Click Rate Analysis** 12/2022
 - Generated a seven-page report with ten business insights on the influence of YouTuber
 - Presented a data visualization report by using five kinds of diagram, including coxcomb, box plot, and scatter plot with a two-cluster regression

ACTIVITIES

- XXIV World Congress of the Apostleship of the Sea (2017)
- The 12th Young Leaders for Foreign Affairs Program (2017)
- The Sizihwan International Conference on Asia-Pacific Studies “Challenges to Local Politics in the Asia-Pacific Region” (2017)
- Lectures hostess of Fu Jen University (2012)
- Led student visit the Ministry of Foreign Affairs (2012), Ministry of Justice Investigation Bureau (2011)
- National English speech contest (2010)
- English Speech Contest in Kaohsiung Municipal Siaogang Senior High School (first place, 2010)(first place, 2009)