

Peggy Chen

pchen35@uw.edu • +1(949)4136587 • Seattle, WA (open to relocate) • [LinkedIn](#) • [Portfolio](#)

EDUCATION

University of Washington, Seattle

Jun 2024 – Jun 2025

Master of Science – Business Analytics (STEM)

Relevant Coursework: Big Data Analytics (SQL, Python, R), Data Visualization (Tableau, Power BI), Machine Learning

Feng Chia University, Taiwan

Sep 2019 – Jun 2023

Bachelor of Science - Department of Risk Management and Insurance

SKILLS & TOOLS

Data & Programming: SQL, ETL, Python (numpy, pandas, matplotlib), R, Tableau, Power BI, Excel PivotTable, SAS

Business & Project Management: JIRA, Google Suite, GitHub, ERP (Oracle), MS Office

Certifications: R Programming (Datacamp), Python (Datacamp), EXCEL Modeling (UW Foster)

WORK EXPERIENCE

Economic Development Bureau, Taichung City Government

Taiwan

Process Analyst, Industry Department

Jan 2023 – Mar 2024

- Improved industry operational KPIs by 2% through identifying 4 key profitability drivers and using SQL (CASE and CTEs) to forecast underutilized zones, preventing \$10M in potential over-investment; built scalable Power BI dashboards enabling company-wide model adoption
- Reduced risk exposure by 10% for Taichung's largest annual Shopping Festival by developing SARIMA/ARIMA forecasts in Python, enabling quarter-ahead warnings to prevent potential profit loss
- Reduced operational resource costs by \$4.8M and improved reporting accuracy by 4% by redesigning the tracking platform's troubleshooting workflow within 3 months, using Excel PivotTables and three Tableau dashboards
- Built an Excel-based risk tracker using IF and VLOOKUP to automate detection of 100+ threats, cutting review time from 5 days to 10 minutes and preventing 20+ operational issues through early intervention

Sheraton Hydropower Engineering Co., Ltd.

Taichung, Taiwan

Sales Analyst, Sales Department

Jun 2021 – Sep 2022

- Improved operational profits by 5% by partnering with Philips to identify cost drivers and implement mitigation strategies, using forecasting models and A/B testing in R to reduce delays and streamline resource allocation
- Acquired 600+ customers and increased lead-to-conversion rate 10% through bottleneck analysis, lead funnel dashboards (Excel VBA, PivotTables), and targeted email campaigns, streamlining delivery and fulfillment
- Decreased holding cost by \$800K and reduced inventory backlog by 12% by analyzing sales trends using Python (pandas, matplotlib, scikit-learn), driving targeted discount and bundling strategies to clear slow-moving inventory
- Increased sales by \$7.5M by developing Tableau dashboards with real-time data connections and interactive filters, enabling dynamic insights that optimized sales strategies across 20+ regions during the Taiwan Lantern Festival

PROJECT EXPERIENCE

Brooks Running Forecasting Demand 2027, Business Analyst ([View Dashboard](#)/ [View Report](#))

Mar 2025 – Jun 2025

- Uncovered \$6.5M in revenue and cut excess inventory by 18% by analyzing SKU efficiency across 40+ categories in Power BI, identifying high-potential colors to inform design strategy and boost marketing ROI
- Reduced inventory mismatch by 20% by cleaning and processing data (2M+ records, 30+ attributes) using Python (pandas, NumPy), integrating internal sales and external trend data to uncover demand patterns and inform data-driven product development decisions in collaboration with stakeholders

New York Hospitals Efficiency Analysis, (UW Contest) Business Analyst ([View Report](#))

Mar 2025 – Mar 2025

- Processed and cleaned 1.2M+ hospital discharge records using SQL (CASE, JOIN, GROUP BY, CTE) by removing duplicates, filtering nulls; conducted EDA and feature engineering to uncover trends and support modeling
- Maintained \$60M profit by segmenting hospitals using Python (K-Means, regression) with cost-efficiency and readmission KPIs; developed Tableau dashboards to visualize performance clusters and guide strategic decisions