PEI-MEI LEE

Trilingual Data Analyst

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EDUCATION

Data Analytics Program
Online Boot Camp
11/2023

Google Data Analytics
Online Professional Certificate
05/2023

Philosophy, Bachelor of Arts
National Chengchi Univ., Taiwan
01/2009

INTERNSHIPS

Localization of E-Class & C-Class
Mercedes-Benz Passenger Cars
R&D Center Beijing and Sindelfingen

SKILLS

- Data Cleaning & Wrangling
- Data Visualization
- Dashboards & Executive Reporting
- Databases & Queries
- Web Analytics
- Predictive Analytics
- Machine Learning Fundamentals
- Data Ethics

TOOLS

- Microsoft Excel
- Microsoft PowerPoint
- SQL
- Tableau
- Python
- GitHub

LANGUAGES

Mandarin Chinese: Native Speaker
German: Business Proficient
English: Business Proficient
Czech: Basics

SUMMARY

Data analyst with cross-functional Electric Vehicle project experience in the automotive sector, fluent in German, English and Chinese. Success in establishing data-driven processes and turning data insights into marketing strategies for an NPO. Analytical rigor, ethical values and a can-do attitude. A lifetime learner.

PROJECTS

New York Citywide Mobility Survey
Performed data cleaning and wrangling, conducted analysis and derived insights about New York residents' mobility needs and preferences. Conducted exploratory analysis, linear regression analysis and clustering analysis.

Instacart, Online Grocery
Analyzed and visualized e-commerce data and customer data to study purchasing behavior, performed customer segmentation and compared regional sales trends, informing marketing strategies.

RECENT WORK EXPERIENCE

09/2017 - 03/2023 Chinesische Schule Stuttgart e.V.
Board Member Accounting / Language Teacher
- Defined and implemented data-driven accounting measures using Microsoft Excel to turn losses into profits.
- Utilized customer data to direct marketing efforts and increased number of students by 22%.
- Presented annual financial report to supervisory board and passed audit with no discrepancies.

10/2018 - 05/2020 Jangled Nerves GmbH
Creative Agency Translator / Content Editor
- Participated in creative decision-making process and conducted content research for a premium OEM sales event.
- Consulted colleagues on topics concerning Chinese culture and language. Responsible for all exhibition text production in Chinese.

10/2014 - 05/2017 Freelance in Shanghai
Translator / Language Teacher
- Applied analytical thinking and problem-solving to offer tailor-made Chinese lessons and translation solutions.
- Diversified translation services and expanded client base via networking.

07/2011 - 07/2014 Daimler Greater China Ltd. | DENZA Electric Vehicle
Assistant to VP Sales & Marketing
- Compiled department briefings for monthly board meetings.
- Assisted in marketing initiatives, including mobile app development and website content planning.
- Facilitated interdepartmental communication and managed VP's schedule.

Technical Assistant for Vehicle Integration Team, R&D
- Successfully collected weight data of all components and contributed in reducing vehicle weight to pass homologation.
- Lead a car seat ergonomics survey, processed data, summarized and presented results to CEO.
- Resolved conflicts and enhanced collaboration between joint venture shareholders.