Bennett Tai

ANALYTIC ENGINEER

PROFESSIONAL SUMMARY

I am an Analytics Engineer with expertise in establishing robust data environments, generating impactful visual reports, and leveraging advanced analytics to solve complex business problems. Skilled in LLM operations, data pipeline optimization, and customer data platform development. Seeking a challenging Data Scientist role to apply my analytical skills and drive business impact through data-informed decisions.

Phone:
+886 968734906

Email:
taijinyee_95@gmail.com

Address:
Taipei City, Taiwan

EDUCATION

- **Master's degree, Graduate Institute of Accounting, Business Intelligence and Data Analytics (2020 - 2023)**
National Taiwan University

- ***Bachelor's degree, Law, National Taiwan University***
(2015 - 2020)
National Taiwan University

EXPERIENCE

Analytics Engineer (Jan 2023 - Present)
Kdan Taiwan

- Orchestrated transition from ETL to ELT architecture using dbt, enhancing data pipeline efficiency and team collaboration.
- Led development of company's AI chatbot using RAG LLM pipeline with OpenAI, Claude, and Gemini models; implemented Langfuse for monitoring and RAGAS for performance evaluation.
- Pioneered comprehensive DataOps framework, incorporating GitLab for version control, CI/CD pipelines, and data governance practices.
- Engineered custom Customer Data Platforms (CDPs) to optimize client marketing strategies, developing algorithms for attribution modeling, customer segmentation, and recommendation systems.
- Created visually captivating reports that became indispensable tools for clients' day-to-day operations.
- Integrating external APIs including e-commerce backends and social tools.
- Developed automated system for real-time reporting, extracting data from Google BigQuery and transmitting via Skype API.

Database Analyst Intern (KOL Radar) (Jan 2021 - Nov 2022)
iKala, Taipei, Taiwan

- Independently developed machine learning model for Instagram Reach forecasting, achieving 82% accuracy.
- Tracked and evaluated performance of Auto-Label model using doccano.
- *Conducted competitive analysis, including functional comparisons and text sentiment analysis.*
- *Performed regular database maintenance and management tasks.*

TECHNICAL SKILLS

- Python, SQL
- DBT, Airflow, Postman
- Gitlab
- Streamlit
- Tableau, Data Looker Studio, Metabase
- n8n

PROJECTS

Adnex Business Intelligent Chatbot (Product RD)
Role: Engineer
- Developed and implemented an advanced AI chatbot using a RAG (Retrieval-Augmented Generation) LLM pipeline, integrating OpenAI, Claude, and Gemini models.
- *Designed and implemented a comprehensive evaluation framework using RAGAS (Retrieval Augmented Generation Accuracy System) to rigorously assess chatbot performance across multiple dimensions including relevance, coherence, and factual accuracy.*
- *Integrated Langfuse for real-time monitoring and analytics of chatbot interactions, enabling data-driven improvements and quick issue resolution.*
- *Achieved a 40% reduction in customer service response time and a 25% increase in customer satisfaction scores within the first month of deployment.*
- *Collaborated with cross-functional teams to continuously refine the chatbot's knowledge base and response patterns based on user feedback and performance metrics.*

Adnex Business Intelligent BI Platform (Product RD)
Role: Data Analyst
- Leveraged deep e-commerce domain knowledge to design and develop a comprehensive BI platform, enhancing data-driven decision-making capabilities for e-commerce businesses.
- Created nearly 200 custom visualizations and charts, providing in-depth insights into various aspects of e-commerce operations and customer behavior.
- Developed and curated over 50 report modules, including advanced customer segmentation models (RFM, NAPL, NES), shopping cart analysis, and other critical e-commerce metrics.
- Collaborated with product managers and stakeholders to ensure the BI platform met diverse analytical needs across the organization.

Customer repurchase prediction and Recommendation System
Role: Data Scientist
- Developed a comprehensive customer analytics solution combining predictive modeling and personalized recommendations to boost customer retention and sales.
- *Implemented a Logistic Regression model to predict customer repurchase probability for the upcoming month, enabling targeted marketing campaigns and personalized engagement strategies.*
- *Designed and deployed a hybrid collaborative filtering recommendation system using both user-based and item-based approaches:*
  - *Utilized cosine similarity metrics to identify similar users and items.*
  - *Implemented efficient matrix operations to handle large-scale user-item interactions.*
- *Integrated the repurchase prediction model with the recommendation system to prioritize product suggestions for high-probability repurchasers.*

DataOps Implementation and Data Pipeline Modernization
Role: Data Engineer
- Spearheaded the implementation of a comprehensive DataOps strategy to enhance data reliability, scalability, and analytics efficiency across the organization.
- *Led the adoption of dbt (data build tool) to modernize the company's data transformation processes:*
  - *Designed and implemented modular SQL models, improving code reusability and maintainability.*
  - *Developed custom macros to standardize common data transformations and business logic across different data models.*
  - *Implemented robust data tests to ensure data quality and integrity at each stage of the transformation process.*
- *Established version control practices using GitLab:*
  - *Set up branching strategies and code review processes to manage collaborative development of data models.*
  - *Implemented GitLab CI/CD pipelines to automate testing, documentation generation, and deployment of dbt models.*