

Ling, Fang

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EDUCATION

University of Maryland (UMD)	College Park, MD
Master of Science in Marketing Analytics (STEM)	09/2021 - 12/2022
<ul style="list-style-type: none">GPA 3.87/4.0Anticipated Courses: Statistical Programming, Digital Analytics, Data Science for Customer Analytics	
National Taiwan University	Taipei, Taiwan
Department of Economics	09/2016 - 06/2021
<ul style="list-style-type: none">Relevant Courses: Statistical Data Analysis for Business and Management, Database Management, Statistics and Econometrics with Recitation, Big Data and Business Analytics	

COURSE PROJECTS

HIGH POTENTIAL CUSTOMER IDENTIFICATION	06/2021
<ul style="list-style-type: none">Reduced the promotion cost by 15% by applying Random Forest model with 94% accuracy to identify customers' shopping inclination	
SALES PREDICTION	12/2020
<ul style="list-style-type: none">Established a regression model with R^2 0.8 to forecast sales of 156 beverage chain stores utilizing RBuilt a multinomial logit model to conduct a marketing strategy to affect customers' brand choice	
STOCK PREDICTION	04/2020
<ul style="list-style-type: none">Utilized NLP - Jieba to transform the text of ~247,000 financial news articles into vectors with N-gramApplied Random Forest model and SVM model by Python to predict the rise and fall of the stock price	
SOCIAL TREND ANALYSIS	01/2020
<ul style="list-style-type: none">Scraped ~70,000 articles from the largest forum in Taiwan using Python, request, BeautifulSoupQueried data using MySQL and conduct market research report for cosmetic industry	
MARKETING STRATEGY ANALYSIS	01/2019
<ul style="list-style-type: none">Projected to increase 46% revenue by designing 400 valid quantitative surveys and utilizing ANOVA to identify customers' shopping inclination and to change bundling strategy	

PROFESSIONAL EXPERIENCES

Eland Information Co. Ltd (the largest data analytics consulting firm)	Taipei, Taiwan
Data Analysis Intern	08/2020 - 01/2021
<ul style="list-style-type: none">Assisted Data Analyst with report for a proposal to Schick (P & G Taiwan) by proposing a positioning strategy for their brand, using customer persona, marketing channels and competitor's analysis.Delivered digital campaign strategies and monthly reports to 7 accounts by media arrangement, competitor analysis, and social listening, crawling data from news sites, social media, and forum	
Red Candles Game (video game developer)	Taipei, Taiwan
Marketing Intern	02/2019 - 07/2019
<ul style="list-style-type: none">Collaborated with ~600 game streamers by identifying opinion leaders and conducting persona analytics to formulate the cooperative program	

SKILLS

Programming and Visualization: Python, R, SQL, Spark, Java, Tableau, Stata, SAS, Google Analytics, Data Studio
Statistical Analysis: Regression, Classification, Clustering, Neural Networks, Data Mining, XGBoost, A/B Testing