

Benson (Ping Hsien) Yang

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EXPERIENCE

Market Analyst | Python, SQL

June 2020 - August 2021

ARCADIA MOTOR CO., LTD. | Taipei, Taiwan

- Extracted key metrics from SQL databasesPerformed advanced analysis using Python, leading to the identification of emerging market trends and insights into user behavior, resulting in a 15% increase in marketing efficiency
- Work closely with cross-functional teams, including sales, product, and technology teams, to ensure accuracy and viability of market insights and make data-based strategic recommendations to drive business growth.

Software Engineer | VB, Javascript, MYSQL

September 2018 - September 2019

ChainSea Information Integration Co., Ltd | Taipei, Taiwan

- Performed proactive and ad-hoc product analyses to identify key customer needs and create cyber security through new product features.
- Reviewed, modified, and implemented A/B tests for unit and integration assessments to enhance the Bank's software quality and reliability.

EDUCATION

Master of Science in Business Analytics

August 2022 - May 2024

Hofstra University | Hempstead, NY

- GPA : 4.0, Graduate Excellence Award Recipient

Bachelor in Information Management

National Taipei University of Business | Taipei, Taiwan

August 2016 - May 2020

PROJECTS

Quantum Virtual Project from Forage| R, Tableau

August 2023 - August 2023

Conducted advanced data analysis on transaction and purchase behavior data. Utilized tools **Tableau** and **R** for data visualization, statistical modeling, and data processing, producing clear and concise reports for Quantum.

Slide Assistant by Open AI| Python, MySQL

June 2023 - August 2023

Utilized **Python** programming and the latest **GPT model**, designed innovative and user-friendly presentation scripts that generate interfaces and help users improve their presentations.

E-commercial Website Scraping and Analysis | Python, MySQL

August 2022 - November 2022

Used **Python** to collect data on the website and inserted it into a database built on the **AWS EC2 server**, analyzed each dataset's correlation, and visualized it in several charts. Finally, used **LSTM Neural Networks** to predict the market.

KEY SKILLS

Software / Programming: Python, R, Matlab, Swift, EXCEL

Data Stack: SQL, Tableau, GCP, AWS

Python Packages: Pandas, NumPy, Matplotlib, scikit-learn, Tensorflow, GPT

Machine Learning Models: Linear/Logistic Regression, Decision Trees, Random Forest, Extra Trees, k-Means Clusters, K-Nearest Neighbors, Neural Networks (LSTM, CNNs), NLP model