

## Yi-Chi “Jeffrey” Tseng

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### PROFESSIONAL EXPERIENCE

*Operation Analyst (MT Program)*

**Pernod Ricard Taiwan | Taipei, Taiwan**

*Apr 2024 – Present*

- Developed Taiwan Sales Forecast Dashboard and Marketing Budget Dashboard in Power BI, automating the data refresh process and managing over 200 marketing budget records.
- Led the Warehouse System Project, integrating ERP with the warehouse system and creating test cases for user testing, reducing supply chain data processing time from one day to 5–10 minutes.
- Built a model to forecast sales, optimized the sales forecasting process, and leveraged Power BI for data visualization, improving sales accuracy by 15%.

*Financial Business Analyst*

**Sea Limited | Taipei, Taiwan**

*Jul 2021 – Apr 2024*

- Reduced Days Sales Outstanding (DSO) from 7 days to 2 days and cut system errors by 75% by optimizing the order and payment module.
- Identified \$14M in overdue amounts and reduced reconciliation time from 1 week to 1 day by automating Accounts Receivable using SQL and Python.
- Achieved cost savings of approximately \$1 million in bank transaction fees by leveraging a Tableau-designed dashboard to track real-time balances of Accounts Receivable and Accounts Payable, and Days Sales Outstanding (DSO).

*Data Analyst Intern*

**Fubon Financial Holding Co. | Taipei, Taiwan**

*Jun 2020 – Aug 2020*

- Reduced the insure refused cases by 25% by assisting in developing a Logistic Regression model for insurance referrals.
- Decreasing the processing time for approving policy by 20% by developing a referral reminder app for agents via R Shiny.
- Integrated DMP (Data Management Platform) data and utilized Tableau to build visual dashboards, aiding management in tracking agent performance and policy sales volume.

*Junior Auditor*

**Kao Wei CPA Firm | Taipei, Taiwan**

*Jan 2019 – July 2019*

- Conducted financial statement analysis for 20+ companies, ensuring accuracy and compliance.
  - Achieved a 20% reduction in income tax and a 10% reduction in operating costs for client companies by developing effective hedging and cost strategies.
  - Achieved a 10% increase in gross profit margin by effectively managing relationships with over 20 clients, optimizing financial planning, and handling communications for client companies.
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### EDUCATION

**University of Maryland | College Park, MD**

*MS in Business analytics*

*Aug 2019 – Dec 2020*

- Relevant coursework: Decision Analytic, Data modeling with R, Database Management System

**Fu Jen Catholic University | New Taipei, Taiwan**

*Sep 2013 – Jun 2017*

*BBA in Accounting*

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### ACADEMIC PROJECT

**University of Maryland | College Park, MD**

*“To live or not to live in DC area”*

*Jun 2020*

- Scraped 9,000+ Airbnb price data using BeautifulSoup and Regular Expressions.
- Built visualizations in Tableau to analyze Airbnb pricing, crime rates, and holiday impacts.
- Developed a Random Forest & Logistic Regression model, increasing price prediction accuracy by 25%

**University of Maryland | College Park, MD**

*Database management*

*Sep 2019*

- Designed an ER Diagram in SQL Server to align with business rules and marketing needs
  - Normalized 200+ attributes of purchase order data to 3NF, ensuring referential integrity.
  - Developed Tableau dashboards to analyze the relationship between restaurant ratings and school bus routes.
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### LEADERSHIP EXPERIENCE

**Smith Masters Business Analytics Association (SMBAA) | College Park, MD**

*CFO*

*Dec 2019 – Dec 2020*

- Managed the financial expenses of the association, prepared daily accounts, balance sheets and profit and income statements, and directly reported to Master Program Office and dean of business school

**Accounting Students Association | New Taipei, Taiwan**

*PR officer*

*Sep 2015 – Jun 2016*

- Managed a team of 10 students to hold talent shows in accounting department; served as an interface for sponsors, Increased membership by 30% and Facebook fan page followers by 200% during tenure.
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### TECHNICAL SKILLS

- Tableau, Scikit-Learn, Microsoft SQL Server, Hadoop, R, R shiny