

ANNIE (SHIUAN-YING) CHEN

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PROFILE

Motivated, dedicated, and enthusiastic business analyst with 2+ years' experience combining business acumen with analytical skills in various industries. Aspires to drive digital transformation, optimize operations, and deliver affordable and high-quality products.

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI 2024

Master of Business Analytics Candidate, Digital Marketing Track

National Taiwan University (NTU), Taipei, Taiwan 2022

Bachelor of Communication in Bio-Industry Marketing and Development

- GPA: 3.96/4.30
- Coursework: Programming for Business Computing, Database Management, Big Data and Business Analytics, Statistics and Research Methods
- Transferred from Hong Kong Baptist University (2019): Bachelor of Communication in Journalism and Digital Media

PROFESSIONAL EXPERIENCE

Audi, Taipei, Taiwan 06/22 – 06/23

Business Analytics and Management Intern

- Developed Python-based automated business management dashboard, integrating operational KPIs and financial data to provide comprehensive dealer overview, resulting in a 15% increase in overall dealer profitability.
- Transformed 500+ unstructured data points from 10+ sources, including sales records, dealer revenue, and daily turnover rates, using Excel Power Query and M Language; standardized data processing to improve reporting accuracy by 25%.
- Streamlined and optimized business analytics processes, reducing process cycle time by 80% through data transformation, saving 100 hours per month and enabling the team to focus more on strategic analysis.
- Created Power BI interactive dashboards that visualized overall dealer business performance, empowering senior management with real-time insights and facilitating quicker decision-making, ultimately enhancing customer satisfaction.

Microsoft, Taipei, Taiwan 07/21 – 06/22

Analyst Intern, Digital Marketing Strategy and Analytics

- Curated and published over 10 bilingual newsletters monthly on the Microsoft News Center website via WordPress, collaborating with social media team to amplify reach through Facebook posts and enhance audience engagement.
- Led data analysis efforts using Adobe Analytics, yielding insights that identified top-performing content and target audience preferences, resulting in an impressive 30% improvement in website traffic.
- Presented comprehensive data findings and insights during weekly meetings with senior management, facilitating more informed and data-driven decision-making processes.
- Hosted impactful live-streaming events, empowering 500+ women attendees with tech skills through keynotes speech and workshops, while demonstrating adept strong cross-team communication and event management.

KISSME Cosmetics, Taipei, Taiwan 06/20 – 01/21

Digital Marketing Intern

- Led team of 8 to propose and execute marketing projects and ensure omni-channel consistency.
- Collaborated with 46 influencers to launch digital marketing plan and promote CSR value focusing on customer acquisition, boosting exposure on Facebook and Instagram 70% and 100% respectively.
- Contributed to the production of a podcast series featuring the company's founder and compelling stories, focusing on concept development and content planning during the preparation stage.

SELECTED PROJECTS

Recommending Café (Python): Led a 5-member team in creating a Python program for café recommendations based on user preferences and online data. Utilized Beautiful Soup for web scraping, Pandas for data manipulation, and Matplotlib for interactive web interface. Surveyed classmates, 71% confirmed accuracy, and ongoing data refinement based on feedback.

Analyzing Online Trends (SQL, Tableau): Collected data from top online shopping forums through web-crawling and built structured SQL database for trend analysis utilizing SQL queries to extract valuable insights from reviews, brand mentions, trends, and customer sentiments. Visualized results in Tableau and provided actionable insights for Shopee, one of Asia's largest e-commerce platforms.

TECHNICAL SKILLS

Programming: Python (NumPy, Pandas, Matplotlib, Beautiful soup, Seaborn), SQL, R, SPSS

Software: MySQL, Power BI, Tableau, RStudio, Advanced Excel (Power Query, VLOOKUP, Pivot Tables), Adobe Analytics, Google Analytics (Certificate: 2023), Google Ads, WordPress