

Ashley (Hsiao-Yuan) Chen

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EDUCATION

Kelley School of Business, Indiana University , Bloomington, IN	December 2022
<i>Master of Science in Information Systems, Business Intelligence & Analytics</i>	GPA: 3.91/4.00
<ul style="list-style-type: none">Teaching Assistant: Programming (Python, HTML, CSS)Coursework: Machine Learning, Business Analytics, Data & Systems, Big Data, Cloud Computing	
Jacobs School of Music, Kelley School of Business, Indiana University , Bloomington, IN	May 2021
<i>Bachelor of Music in Flute Performance, Minor in Business</i>	GPA: 3.99/4.00
<ul style="list-style-type: none">Founders Scholar, Young Artist Award, International Student Ambassador	

EXPERIENCE

KAANNAN & Associates , Carmel, IN	June 2022 – Present
<i>Technology Analyst Intern</i>	
<ul style="list-style-type: none">Supported 3 workstreams of a digital enterprise program of a multi-billion-dollar companyOwned 2 internal deliverables including workflow design to enhance employee experiences via Notion and utilizing Google Data Studio to create financial dashboards for executives to track business performance	
Kelley School of Business , Indiana University, Bloomington, IN	May 2022 – Present
<i>Principles of Programming Teaching Assistant</i>	
<ul style="list-style-type: none">Hosted lab sessions to debug and test 40 students Python applications and scheduled weekly appointments for studentsAssessed students' learning to determine weaknesses and needs, successfully helping students perform 12.5% better in web applications logic and coding	
Stagetime Arts , Bloomington, IN	July 2021 – September 2021
<i>Data Analyst Intern</i>	
<ul style="list-style-type: none">Performed ETL to engineer data and identified metrics to provide a dashboard in DataBox for management to make data-driven decisions on customer retention strategies	

Core Competencies

- Programming: Python, SQL, R
- Supervised Learning: Linear and Logistic Regression, Decision Trees, SVM, ANN, Ensemble
- Unsupervised Learning: K-means clustering, PCA, ARM, Time Series Forecasting
- Data Visualization, Database Management, Big Data, A/ B testing, AWS

Project

Music Streaming Service Subscription Machine Learning Competition	March 2022 – May 2022
<ul style="list-style-type: none">Led a team of 3 to create 7 supervised models in R on 58000+ imbalanced user behaviors dataRanked top 5 by conducting in-depth EDA and identified 19 key features to help the business re-focus its marketing strategies	
Handwriting Recognition Model	May 2022
<ul style="list-style-type: none">Used TensorFlow to build Artificial Neural Network model in Python and improved the model to successfully recognize 995 of out 1000 handwritten characters	

ADDITIONAL

- Avid flutist and yogi; Passionate for personal growth and empowerment
- Data Scientist Virtual Experience (BCG), Software Engineering Virtual Experience (JPMorgan),