Ashley (Hsiao-Yuan) Chen

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EDUCATION

Kelley School of Business, Indiana University, Bloomington, IN   December 2022
Master of Science in Information Systems   GPA: 3.91/4.00
Concentration: Business Intelligence & Analytics | Digital Enterprise Systems
- Teaching Assistant: Programming (Python, HTML, CSS)
- Coursework: Data & Systems, IT Architecture, Big Data Technologies, Cloud Computing

Jacobs School of Music, Kelley School of Business, Indiana University, Bloomington, IN   May 2021
Bachelor of Music in Flute Performance, Minor in Business   GPA: 3.99/4.00
- Founders Scholar, Young Artist Award, International Student Ambassador

EXPERIENCE

KAANNAN & Associates, Carmel, IN   June 2022 – Present
Technology Analyst Intern
- Identify strategies that will accelerate digital transformation of a multi-billion-dollar company
- Enhance internal productivity by designing workflow on a new tech product
- Utilize Google Data Studio to create financial dashboard for executives to track performance

Stagetime Arts, Bloomington, IN   July 2021 – September 2021
Data Analyst Intern
- 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

Taobao Marketplace, Alibaba Group, Remote   May 2019 – July 2019
Marketing Intern
- Improved the promotion campaign click rate by 500% by partnering with 4 student associations of large Mid-West universities to approximately 15,000 students

Core Competencies

Python, HTML, CSS Agile Methodology A/B Testing	Data Visualization; Data Mining; Machine Learning Database Management: SQL	Big Data Management: MapReduce; Hadoop; Spark; Hive; MongoDB

Project

App Subscription Adopter Prediction Machine Learning Competition   March 2022 – May 2022
- Led a team of 3 to perform machine learning techniques on 40000+ imbalanced user behaviors data on music streaming app to predict whether a user will make subscription
- Ranked top 5 by conducting in-depth EDA to better engineer features and resulted in a F1-score of 0.13

Soccer Association Referee System   September 2021 – November 2021
- Acted as Product Owner to gather user stories and maintain product backlog to ensure the success of the application development
- Delivered an interactive microservice web application with cloud deployment and leveraged containerization and version control for solid development

ADDITIONAL

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