

Yen-Peng, Sun

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EDUCATION

Warwick Business School

Sept 2022 - 2024

Master of Science in Business Analytics

- **Relevant Courses:** Optimization Models, Analytics In Practice, Pricing Analytics, Applied Analytics

National Sun Yat-sen University

Sept 2016 - Jun 2020

Bachelor of Business Administration in Business Management

- Valedictorian of class 2020
- 2019 Foxconn Scholarship NTD\$100,000
- Dean's List 2018 & 2019

EXPERIENCE

Industrial Technology Research Institute-Taiwan

Aug 2021 - Dec 2021

Data Analyst

- Built an image data preprocessing pipeline to enhance project efficiency, achieving an 84% accuracy in predicting insurance compensation amounts using Convolution Neural Networks
- Created model performance dashboards and scheduled regular meetings with clients to ensure effective communication, collaboration, and a shared understanding of project goals

PC Home - Kaohsiung

Jul 2019 - Feb 2020

Business Analyst Intern

- Utilized the Difference in Difference method to determine changes in supply and demand.
- Employed packages such as geopy and plotly, for visualizing and analyzing results, facilitating a clear understanding of demand variations across different locations.

ACADEMIC PROJECTS

Supply Chain Analysis:Heuristic Algorithm

Project Rank: Distinction - Reallocate potential customers to 13 different offices in the United Kingdom

- Constructed heuristic algorithm/Greedy algorithm/First Improvement algorithm in Python to reallocate potential customers for the company and compared the results
- Created a pivot analysis to show the correlation between cost and relaxation of each office capacity
- Visualized the results by utilizing Python packages, giving the audience a clear understanding of the outcome

Precision Marketing Using Machine Learning

Project Rank: Distinction - Constructed Machine Learning Models to find the profitable customers

- Gathered, assessed and cleaned the data using R packages, such as dplyr, tidyr, and ggplot2
- Built machine learning models(RandomForest, XG-Boost, Support Vector Machine) and used the Soft-Voting method to predict the probability of customers visiting the company website
- Constructed expecting profits sheet, showing the audience the impact of our method

Pricing Analytics:Best Pricing Strategy for Suppliers

Project Rank: Second Honor - Constructed best pricing function for upstream and downstream suppliers

- Using calculus in conjunction with market demand models and cost-profit models to derive the optimal pricing function.
- Applying the concepts of game theory, analyzing various scenarios from the perspectives of both upstream and downstream manufacturers to identify the optimal pricing functions for each case.

EXTRA-CURRICULAR ACTIVITIES / LEADERSHIP ROLES

Sri-Lanka Volunteer Group

Jan 2020 - Feb 2020

Class Manager

- Organized, planned and oversaw the 14-day volunteer teaching materials and activities.
- Facilitated nightly meetings to assess the quality and improvement of daily volunteer activities.

NSYSU Student Ambassador

Feb 2019 - Jun 2020

Membership

- Hosted campus tours for partnership school guests, assisting them in understanding the school culture and environment.
- Contributed to the success of every international activity through seamless coordination and effective communication.