

EDUCATION

Master of Science in Business Analytics , Rady School of Management University of California, San Diego, CA	12/2025
<ul style="list-style-type: none">2024 UC San Diego J. Yang ScholarRelevant Courses: SQL and ETL/ Collecting and Analyzing Big Data/Web Mining & Recommender Systems/Customer Analytics/Analyzing Unstructured Data/Experiments for Business Analytics	
Bachelor of Science in Fashion Marketing Fu-Jen Catholic University, New Taipei City, Taiwan	06/2024
<ul style="list-style-type: none">GPA: 3.79/4.0Distinctive Award for BS Degree Thesis2 Academic Excellence Awards (Top 3 in class in semester)2 Industry-Academia Collaboration Talent Development ScholarshipRelevant Courses: Accounting/International Finance/Statistics/Marketing Research	

EXPERIENCE

Data Analysis Internship , MIRDC - Optical & Semiconductor Equipment Industry Office, Taipei, Taiwan	09/2023 - 06/2024
<ul style="list-style-type: none">Collected and analyzed data using statistical methods to transform raw information into actionable insights, enabling data-driven decision-making, optimized project timeline 15%Developed 50+ data visualizations to drive decision-making and collaborated with stakeholders to address key business challenges, boosting project success rates by 10%Managed English and Mandarin translations, facilitated cross-lingual communication for over 20+ client accounts, contributing to a 10% expansion of international customer base	
Tutoring Assistant , Qing-Xue Language & Science Learning School, Taipei, Taiwan	01/2021 - 09/2022
<ul style="list-style-type: none">Delivered presentations on academic collaborations and project outcomes to clients, translating complex research into practical business solutions and contributing to a 20% increase in client partnershipsEstablished effective communication channels between students and teachers, promoting collaboration and resolving academic concerns. Led to a reduction in response time to student queries by 30%Guided students in solving complex academic problems, fostering critical thinking and independent learning, helping 80% of students achieve higher grades in challenging subjects	

PROJECTS

University of California, San Diego, Big Data Project , Airline Operations & Passenger Satisfaction Analysis	10/2024 - 12/2024
<ul style="list-style-type: none">Created a real-time review analysis system using web scraping (BeautifulSoup) and machine learning (LDA, sentiment analysis) to process 10,000+ airline reviews and extract key customer insightsPerformed predictive modeling on flight delays, examining 5+ external factors (weather, airport traffic, aircraft age, etc.) to uncover trends, identifying seasonal trends and inefficienciesDelivered data-driven recommendations to improve airline efficiency, delay management, and customer satisfaction by addressing key operational challenges	
Fu-Jen Catholic University, Bachelor's Thesis , Exploring Consumer Behaviors between Eastern and Western Countries in Sustainable Fashion	11/2023 - 04/2024
<ul style="list-style-type: none">Analyzed consumer behavior in Eastern and Western markets through a survey of 200 participants, examining cultural influences on sustainable fashion choicesUtilized regression analysis to construct marketing strategies could promote brand engagement by 15-20%, offering actionable insights on elevating sustainability through targeted campaigns and ESG transparency	
Fu-Jen Catholic University, Marketing Research , Music Streaming Platform Industry Research	03/2023 - 05/2023
<ul style="list-style-type: none">Explored 2023 music streaming landscape, with a focus on four key apps: Spotify, Apple Music, KKBOX, and YouTube MusicIdentified playlist accuracy as a critical factor in brand loyalty through Pearson chi-square analysis, showing improving recommendation accuracy could boost retention rates by 20%Developed data-driven marketing strategies, recommending enhancements to recommendation algorithms could increase customer engagement and brand loyalty, potentially driving a 10-15% increase in platform user retention	

SPECIALIZED SKILLS

- Languages/Coding:** Python, SQL, ETL, A/B Testing, chi-square analysis
- Operating Systems:** Microsoft Windows, Excel (Advanced)
- Tools:** Tableau, CRM, Power BI, SQL Developer, Google Analytics
- Spoken Languages:** English, Mandarin