EMMA WU
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EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2025
University of California, San Diego, CA
- 2024 UC San Diego J. Yang Scholar
- Relevant Courses: Marketing Analytics/Customer Analytics/SQL and ETL/Experiments for Business Analytics/Collecting And Analyzing Big Data/Web Mining & Recommender Systems/Fraud Analytics

Bachelor of Science in Fashion Marketing   06/2024
Fu-Jen Catholic University, New Taipei City, Taiwan
- GPA: 3.79/4.0
- Distinctive Award for BS Degree Thesis
- 2 Academic Excellence Awards (Top 3 in class in semester)
- 2 Industry-Academia Collaboration Talent Development Scholarship
- Relevant Courses: Accounting/International Finance/Statistics/Marketing Research

EXPERIENCE

Data Analysis Internship, MIRDC - Optical & Semiconductor Equipment Industry Office, Taipei, Taiwan   09/2023 - 06/2024
- 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
- 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 partnerships
- Established 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
- 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 insights
- Performed predictive modeling on flight delays, examining 5+ external factors (weather, airport traffic, aircraft age, etc.) to uncover trends, identifying seasonal trends and inefficiencies
- Delivered 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
- Analyzed consumer behavior in Eastern and Western markets through a survey of 200 participants, examining cultural influences on sustainable fashion choices
- Utilized 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
- Explored 2023 music streaming landscape, with a focus on four key apps: Spotify, Apple Music, KKBOX, and YouTube Music
- Identified 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