# JACKIE TUNG

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## QUALIFICATIONS SUMMARY

Experienced data analyst and product owner with dual master's degrees in Data Science and Business Administration, and over 5 years of experience driving sales operations and commercial analytics in the e-commerce and telecommunications sectors. Led cross-functional teams to deliver measurable results, including A/B testing initiatives that generated USD 4.6M in incremental e-commerce revenue, and supported business goals that achieved a 32% sales uplift in Taiwan and 13% in Hong Kong. Skilled at building analytics solutions from scratch, automating processes to improve efficiency by 25%, and translating data into actionable business strategies. Designed and delivered internal data literacy and Tableau training programs, earning a 4.8/5 average satisfaction rating. Fluent in English and Mandarin, and thrive in fast-paced, cross-functional environments.

## WORK EXPERIENCE

**IKEA**                                                                                                          Taipei, Taiwan

*Digital Growth Analyst/Product Owner, North Asia (Taiwan, Hong Kong & Macau)*          *Oct. 2022-Present*

- Led a cross-functional team (2 UX designers and 3 merchandisers) to launch 37 new A/B testing campaigns, resulting in the personalization tool generating USD 7.4M in incremental revenue and contributing 13.8% of total e-commerce revenue in 2023.
- Identified and resolved cross-team workflow pain points through in-depth interviews; optimized internal processes related to personalization tools and formalized improvements into a scalable SOP.
- Led the personalization product roadmap and delivered 3 key use cases in 2024, including ranked recommendations, search keywords recommendations and product recommendations on search box.
- Collaborated with external partners and cross-functional teams to develop GA4 and customer segmentation dashboards, enabling the commercial team to generate data-driven insights.
- Delivered internal data literacy and Tableau training programs within Data Analytics team, enhancing team capabilities and receiving an average course rating of 4.8/5.

*eCommerce Navigator, North Asia (Taiwan, Hong Kong & Macau)*                               *Sep. 2021–Oct. 2022*

- Conducted profit and loss (P&L) analysis, resulting in a 1% profit improvement across the IKEA North Asia market in 2022.
- Built e-commerce revenue dashboards and conducted performance analysis across TW/HK markets; delivered annual reports to business stakeholders, highlighting growth gaps and strategic opportunities.
- Enabled a 32% sales uplift in Taiwan and 13% in Hong Kong in 2022 by delivering market performance insights, identifying growth opportunities, and supporting campaign performance for the e-commerce team.
- Developed sales forecasting models and performance reports that supported real-time decision-making for CNY, Double 11, and Free delivery campaigns.

**Yuan Shi Digital Technology (FarEastone friDay Shopping)**                                   Taipei, Taiwan

*Sr. Business Planning Analyst*                                                                    *Oct. 2020–Sep. 2021*

- Developed and maintained incentive calculation models; supported the creation of plan documentation, employee statements, and internal communication materials to ensure alignment across teams.
- Collaborated with data engineers and business stakeholders to build traffic dashboards in Google Data Studio within 3 months, enabling near real-time performance tracking.
- Executed and designed SQL queries for ad-hoc analysis and reporting requests from leadership team, supporting high-level decision-making.
- Designed and launched 10+ automated Tableau dashboards, providing actionable visualizations for business line teams to monitor KPIs.
- Built recurring SQL queries in the ETL system, improving reporting efficiency by 25%; automated email reports for the sales team using Python, reducing manual workload and increasing report frequency.

**CIRCLES.LIFE**                                                                                           Taipei, Taiwan

*Operations Associate*                                                                              *Apr. 2019–Oct. 2020*

- Resolved customer service escalations (e.g., order issues, delivery delays, SIM activation failures) by coordinating with engineering and product teams to address systemic root causes, resulting in a 28% reduction in escalation rate.
- Managed end-to-end order processing for 2,000+ customer transactions, coordinating with logistics and

engineering teams to resolve order fulfillment issues and ensure accurate delivery and SIM activation.
- Investigated delivery issues with logistics partners and implemented process changes, leading to a 13% improvement in first-attempt delivery success rate.
- Conducted 3 analytical research reports to Taiwan GM and HQ within 2 months, including bill collection analysis, call detail records (CDRs), and churn rate analysis to support customer retention strategies.

***Billing Operations Analyst***											*Sep. 2019–Oct. 2020*
- Provided actionable insights on payment trends and billing root causes, reducing escalation rate from 10% to 1% in 3 months and enabling leadership to drive high-impact process changes.
- Designed and implemented a more efficient billing SOP; revamped Excel spreadsheets with automated functions, enabling all stakeholders to track waivers and refunds more accurately.
- Improved final collection rate from 69% to 82% within 3 months by negotiating and executing a debt collection project with collection agency, collaborating closely with cross-functional teams (Operations, Finance, CS, Engineering) to launch key initiatives.
- Built 30+ operational and financial reports using SQL in Metabase, analyzing over 10,000 data records to support decision-making.

## EDUCATION

**Soochow University**												Taipei, Taiwan
*Master of Science (Data Science)*										*Sep. 2023–Aug. 2025*
- *Master thesis:* Integrating AI Tutors in a Scaffolding Digital Game-Based Learning System: A Case Study on Excel Education
- *Conference papers*:
  - "Integrating AI Tutors in Game-Based Learning to Enhance Excel Education" – accepted at IEEE ICCE-TW 2025
  - "Enhancing Home Furnishing App Usability: A Text Mining Approach Using BERT and Large Language Models" – accepted at AMLDS 2025
- *Awards & Honors*: Rising Startup Competition Elevator Pitch Award (2025)

**Fachhochschule Technikum Wien**										Vienna, Austria
*Exchange Student of Information Systems Management*							*Aug. 2017–Feb. 2018*

**National Taiwan University of Science and Technology**						Taipei, Taiwan
*Master of Business Administration (MBA),* GPA: 3.85/4.0						*Sep. 2015–Feb. 2018*
- *Master thesis:* The Development of Personal Influence Scale in Social Media
- *Awards & Honors*: Outstanding Youth of University (2017), 3MT English Competition Finals (2017), Corning Future Innovator Competition Merit Award (2015)

**Yuan Ze University**											Taoyuan, Taiwan
*Bachelor of Business Administration (BBA),* GPA: 3.89/4.0						*Sep. 2011–Jun. 2015*
- *Awards & Honors*: Beta Gamma Sigma (2015)

## SKILLS & INTERESTS

- **Technical:** MS Office/SQL/Python/Tableau/Google Analytics/Google Looker studio /JIRA/Opsgeine/Metabase/Zendesk/Slack
- **Interests:** Self-taught learning (Coursera, Udemy, DataCamp), Reading, Traveling, Writing the blog
- **Language:** English (Fluent), Mandarin (Native), German (Basic)