

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

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.

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.

EDUCATION

Soochow University

Taipei, Taiwan

Master of Business Administration in Data Science, GPA: 4.0/4.0

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)