

# Cheng Wang

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## EDUCATION

**Cornell University, College of Computing and Information Science | Ithaca, U.S.A.**

May 2025

*Master's in Information Science (GPA = 3.79/4.0)*

- Relevant Coursework: Data Mining and Machine Learning, Database Systems, Digital Business Strategy

**National Taiwan University, College of Management/Social Sciences | Taipei, Taiwan**

Jun. 2023

*Bachelor's in International Business (GPA = 3.9/4.0)*

- Relevant Coursework: Programming for Business Computing (Python), Big Data Marketing

*Bachelor's in Sociology (minor)*

- Relevant Coursework: Quantitative/Qualitative Social Research Methods, Social Psychology

*Business Analytics Program*

- Relevant Coursework: Statistical Data Analysis for Business and Management, Marketing Analytics

## LANGUAGES AND SKILLS

- Languages: Mandarin (native); English (fluent, TOEFL iBT 114/120); Japanese (proficient, JLPT N1)
- Programming Languages/Software: Python, R, MS Office, SQL (excellent), Tableau, SPSS (proficient)
- Statistical Methods: Hypothesis Testing, Machine Learning with Regression and Classification
- Business Intelligence Software: Databricks, Tableau (proficient), WhereScape RED (basic)
- Certifications: Databricks Certified Machine Learning Professional, Databricks Certified Generative AI Associate, Databricks Certified Data Engineer Associate, Databricks Certified Data Analyst Associate

## RELAVANT EXPERIENCE

**Data and AI Consultant at arcbricks | Tokyo, Japan**

Oct. 2025 – Present

- Leveraging Databricks to formulate and implement digital transformation strategies
- Led a team consisting of four Vietnamese Engineers and Japanese Consultants to deliver a Proof of Concept (PoC) of a RAG solution for a key semiconductor player in Japan

**Consultant Intern at beBit TECH | Taipei, Taiwan**

Feb. 2022 – Jun. 2022

- Executed consumer, industry, and market research to support the formulation of over three digital transformation strategies based on methodologies such as user-centric design and net promoter score
- Consolidated and assisted five in-depth consumer interviews of a fast fashion e-commerce platform with equipment such as eye-trackers to obtain insights on customer journey and user experience

**Strategy Intern at RedPeak | Taipei, Taiwan**

Aug. 2021 – Dec. 2021

- Spearheaded a brand analysis of an automobile lighting manufacturer with over \$90 million in yearly revenue through market analysis and executive-level interviews, successfully fostering a lasting partnership
- Refined Go-To-Market Strategies with an in-house framework across eight projects based on consumer and market research across eight industries, such as consumer electronics, software, food, and more

## SELECTED PROJECT & RESEARCH EXPERIENCE

**Ecolab Food Safety Audit Question Recommendation System**

Feb. 2025 – May 2025

- Constructed a recommendation system that provides an action for over 600 FDA audit questions
- Utilized Databricks to deploy a Zero-Shot model with a knowledge base consisting of five data sources

**Estimation and Visualization of Flood Damage in Taiwan ([link](#))**

Jan. 2025 – Feb. 2025

- Aggregated data from five different sources, compiling over seven million flood observation entries
- Developed a Tableau dashboard to visualize geospatial data of 84 flood events across five years

**Customer Segmentation and Business Analysis Report Based on Transaction Data ([link](#))**

Jan. 2025

- Generated a business analysis report from over 540,000 entries of transaction data of an online retail
- Defined four behavioral indexes as features for K-Means Clustering and identified three distinct clusters

## EXTRACURRICULAR EXPERIENCE

**Freelancing Music Producer ([link](#))**

2018 - Present

- Managed and led over 10 projects as a producer, mixing engineer, and session player simultaneously, reaching over 50,000 streams over eight platforms while selected as a Rising Musician at QQ Music