# Jonathan 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 N2)
- Programming Languages/Software: Python, R, MS Office, SQL (Excellent), Tableau, SPSS (Proficient)
- Statistical Methods: Hypothesis Testing, Machine Learning with Regression and Classification
- Business Intelligence Methods: Data Modeling, ETL (WhereScape), Visualization (Python, Tableau)

## RELAVANT EXPERIENCE

**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

**Prediction of League of Legends Game Outcome with Supervised Learning Methods ([link](#))**   Dec. 2024
- Predicted the outcome of League of Legends games based on over 24,000 entries of match metadata
- Delivered a prediction accuracy of over 78% across all four ML models (RF, XGBoost, LR, LDA)

**Impact of Xiaohongshu Usage on Young Females' Body Dissatisfaction ([link](#))**          Nov. 2023 – Jan. 2024
- Analyzed how social media influences females' body dissatisfaction through 11 in-depth interviews
- Performed Thematic Analysis and constructed nine code groups with over 100 codes by MAXQDA

## 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