

# 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 = 3.75/4.0)*

- 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)

## RELEVANT 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

**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)

**News Category Classification with NLP and Deep Learning Methods ([link](#))** Nov. 2024 - Dec. 2024

- Classified news categories based on the headline and description from a dataset with over 200,000 entries
- Implemented SVM, LR, and MLP and achieved a 74% prediction accuracy on the best-performing model

**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

**Research Assistant at Academia Sinica | Taipei, Taiwan** Oct. 2022 – Dec. 2022

- Deployed A/B testing to optimize test reliability and localized cultural-specific questions in support of the Generations & Gender Programme in Taiwan, contributing to its database of over 200,000 participants

## EXTRACURRICULAR EXPERIENCE

**Freelancing Music Producer** 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