

CHIH-YU HSU

jennie8812@gmail.com | +886 989862986
<https://www.linkedin.com/in/jennie-hsu-b2274021a/>

EDUCATION

University of Illinois Urbana-Champaign, Gies College of Business	Champaign, IL
Master of Science in Business Analytics	Sep 2023 – May 2024
National Yang-Ming Chiao-Tung University	Taipei, TW
Bachelor of Business Administration in Management Science, GPA: 3.8/4.0	Sep 2018 – Jun 2022

PROFESSIONAL EXPERIENCE

BenQ Taiwan	Taipei, TW
<i>Business Analyst Intern</i>	Dec 2022 – Jun 2023
<ul style="list-style-type: none">Conducted consumer segmentation of the total U.S. internet service markets by population sizes and housing types to estimate the total profitability of home Wi-Fi services; sped up 40% of decision processes for the product managerCooperated with 2 data team members to perform sentiment analysis with Python from 30,000 rows of the Wi-Fi products comments on Amazon, unveiling users' potential needs in Wi-Fi productsBuilt dashboards by Tableau to visualize the correlation between product specifications and product sales with 250 records of sampled data, pinpointing users' preferences in purchase	
PwC Taiwan	Taipei, TW
<i>Consultant Intern</i>	Mar 2022 – Nov 2022
<ul style="list-style-type: none">Conducted over 100 phone surveys to research the needs for digitalization in SMEs, reaching the highest conversion rate among all members and contributing a 30% implementation rate to the team; Created pivot tables to visualize the obtained insights and reported to the managerResearched 6 international digital transformation policies and programs; Identified promising digitalization strategies that Taiwanese SMEs could adopt	
CTBC Bank	Taipei, TW
<i>Product Sales Intern</i>	Jul 2021 – Aug 2021
<ul style="list-style-type: none">Explored the current trends and development of FinTech in Taiwan; analyzed the business models of 3 local virtual banks and proposed modernization strategies for traditional banksExamined the impacts of the Amended Electronic Payment Act and generated innovative ideas of combining digital payment services and retail services	

PROJECTS AND COMPETITIONS

NTHU Consulting Club	Hsin Chu, TW
<i>Project Analyst</i>	Sep 2021 – Dec 2022
<ul style="list-style-type: none">Devised a strategic plan for DKSH Taiwan to introduce a healthcare robot that could reach the targeted net sales in three years; Learned how to effectively adopt systematic problem-solving skills such as a hypothesis-driven approach, market sizing techniques, and MECE principles to solve complex problems	
NYCU Global Digital Service and Innovation Competition	Hsin Chu, TW
<i>2nd Place (Out of 21)</i>	Jul 2021
<ul style="list-style-type: none">Developed a hackathon product, a smart health advisor chatbot that could automatically conduct skin cancer examination, keep track of daily calories and give mental health evaluation	

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

NYCU Student Association of Department / Director of Artistic Design	Jul 2019 – Jun 2021
NYCU Career Center / Editorial Department	Sep 2019 – Jun 2020
NYCU Drama Competition / Vice Director & Playwright	Oct 2019 – Dec 2019
Taiwan Model United Nations / Delegate	Aug 2018 – Oct 2018