



Su Tzu Heng

Marketing Data Analyst

My Contact

 **Location**
Rennes, Brittany, France

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TZU HENG SU

Skill

- Forecasting & Predictive Analytics
- Data-Driven Decision Making
- Python
- Data Visualization (Power BI)
- Sustainability Management
- RAG System Development
- Digital Marketing

Certification

- Environment, Social and Governance Literacy (Specialist & Expert) – IPOE, Dec 2023
- Net-Zero Carbon Planning Manager Certification –IPAS, Dec 2024
- AI Application Planner Competency Assessment –IPAS, May 2025
- Microsoft Certified: Power BI Data Analyst Associate (PL-300) – In progress

Education

- Bachelor of Science in Logistics Management (Aug 2024)
National Kaohsiung University of Science and Technology, Taiwan
- Master of Finance (Aug 2025)
National Kaohsiung University of Science and Technology, Taiwan
- Master of Digital Marketing Management (Expect Aug 2026)
Rennes School of Business, France

About Me

Passionate about driving digital innovation by integrating sustainable marketing and machine learning. Skilled in predictive analytics; currently exploring machine learning approaches to boost consumer engagement with sustainable brands on social media.

Project Experience

Qijin Ferry | ESG Project Jan 2023 – Jun 2023 Taiwan

- Conducted a survey-based study on consumer attitudes toward adopting biodiesel for Qijin ferry services.
- Performed statistical analysis on collected data to identify key factors influencing public acceptance.

Kaohsiung Veterans General Hospital | Waste Prediction Project Sep 2024 – Jul 2025 Taiwan

- Developed machine learning models using historical inpatient variables to accurately predict the monthly volume of infectious hospital waste, achieving a forecast error below 10%.
- Identified the most influential variables affecting infectious waste generation, providing management with actionable insights to optimize waste handling and resource allocation, thereby enhancing efficiency and reducing operational costs.

Dockmate France | Digital Marketing Project Sep 2025 – Oct 2025 France

- Applied modern digital marketing tools to enhance brand awareness and cultivate customer loyalty in French market.

Rennes School of Business | Behavior Prediction Project Sep 2025 – Jun 2026 France

- Developing machine learning models to predict consumer green engagement on social media in the French market using survey data.
- Identifying key factors affecting sustainable brand participation to provide actionable insights for ESG-oriented marketing strategies.

Retrieval-Augmented Generation System | Independent Project Nov 2025 – Present

- Built a retrieval-augmented generation (RAG) system to automate academic paper summarization and question answering, integrating vector databases, large language models, and custom pipelines.

Customer Churn Analysis | Independent Project Nov 2025 – Present

- Analyzed customer churn for a subscription-based business, identifying and ranking key drivers of attrition using statistical and machine learning methods.
- Built interactive Power BI dashboards to clearly visualize customer segments, churn risk, and actionable insights for marketing and retention strategy.