

Jacky Tsai (Chi-Ying Tsai)

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<https://jackcytsai.github.io/PersonalWebsite/>

Summary

Data analyst with 3+ years of experience in financial analysis and data analysis. Versed in Python, SQL, and Tableau. Able to manipulate and interpret complex datasets and deliver insights to stakeholders with engaging dashboards.

Working Experience

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| Data Analyst | Sanyang Motor | Hsinchu, Taiwan | 2022/03 – Present |
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- Developed and implemented dashboards, statistical analyses, and reports to provide insight into business operations, sales, and growth.
 - Designed data models and built pipelines to extract-transform-load data from Oracle/SQL databases for business intelligence tools.
 - Conducted PEST research on customer preference. Collected open data from the government and integrated it with sales data to analyse the correlation between populations, economics, and sales.
 - Participated in digital transformation projects, created Tableau dashboards for the Accounting department, and enhanced reports process efficiency.
 - Planned Tableau training courses and acted as an internal lecturer to promote the usage of Tableau in the company.

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| Data Analyst | foodpanda | Taipei, Taiwan | 2021/07 – 2022/02 |
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- Support Customer Experience and Operation Team to build and maintain dashboards for tracking customer satisfaction and product performance.
 - Cooperated with fraud and legal teams to inspect unusual activities. Analysed fraud behaviour, set thresholds and built monitors to prevent wastage.
 - Designed web crawlers with Python to collect customer voices on social media and app stores to detect customer issues. Reported to stakeholders to adjust the SOP and decreased similar issues by 60%.
 - Developed text analysis model to classify text content from users' feedback in an automation process and supervised users' sentiment of order journeys. Provided managers with dashboards to monitor monthly 200K+ user feedback and notified product defects to stakeholders for tracking and improvement.

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| Auditor | EY | Taipei, Taiwan | 2016/09 – 2018/09 |
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- Acted as a team leader to support the client in adjusting their accounting system. Corrected the cost allocation problems and revised clients' financial statements from loss to profit.
 - Introduced data analytic tools in annual audit projects and provided insight into financial performance.
 - Assisted financial analysis of listed companies and prepared financial and tax reports.

Education

University of Southampton	UK	2019/09 – 2020/09
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MSc Business Analytics and Management Sciences

Professional Skills

Data Analytics

- Python, SQL, BigQuery, Data Studio, Tableau
- Database ETL, Data Model

Machine Learning / Deep Learning/ NLP

Web Scraping/ Git