

# Jacky Tsai (Chi-Ying Tsai)

Taipei City, Taiwan

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<https://github.com/jackcytsai/Data-Analysis>

## Profile

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Passionate about discovering insight from complicated data. Experience with Business Intelligence such as Python, SQL, Data Studio, and Tableau. Expertise in data process, statistical analysis, machine learning model, text mining, and sentiment analysis.

## Working Experience

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<b>Data Analyst</b>	<b>foodpanda</b>	Taipei, Taiwan	2021/07 – 2022/02
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- Support Customer Experience, Customer Service, and Operation Team to build and maintain dashboards for tracking customer satisfaction and product performance.
- Introduced data pipeline to extract data and daily updated the customer database, which reduced 30~40% manual process time.
- Cooperated with fraud and legal teams to detect unusual activities. Analysed fraud users behaviour, set threshold and build monitors to prevent wastage. The monitor has detected NT\$ 700,000+ vendor frauds.
- Executed text mining on users feedback, built a model to classify text content and analyse content sentiment. Transformed qualitative data to quantitative data, provided the management team with a new way to capture 200k+ feedback from users and increase 3~5% satisfaction score.

<b>Credit Analyst</b>	<b>Bank SinoPac</b>	Taipei, Taiwan	2018/10 – 2019/03
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- Analysed corporation financial statements and collected relevant market information to evaluate clients' business operation status and prepared corporate credit reports.

<b>Auditor, Associate II</b>	<b>PricewaterhouseCooper</b>	Taipei, Taiwan	2017/09 – 2018/09
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- Acted as the team leader to provide the client assurance service, and assisted the client to adjust their accounting system, which corrected the cost allocation problems and revised clients' financial statements from loss to profit.

<b>Auditor, Associate I</b>	<b>Ernst &amp; Young</b>	Taipei, Taiwan	2016/09 – 2017/09
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- Introduced a data analytics platform to annual projects and taught team members using the big data tool in their projects.

## Education

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

## Professional Skills

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### Data Analytics

- Data Pre-process, Statistic Analysis, Data Visualization, Data Modelling
- Python, SQL, BigQuery, Data Studio, Tableau

### Machine Learning

- Conduct exploratory data analysis, feature engineering, and trained data to build forecast models.
- Perform text mining, design models to quantify content in Chinese, and analyse content sentiment.

### Web scraping

- Program with Python to build web scraping tools for collecting social media and app comments, and provide public opinion analysis reports.