

CHIEN-HAN(JENNY) CHIU

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PROFESSIONAL SUMMARY

Business analytics professional with an MS from UW–Madison and a Computer Science background. Skilled in Python, SQL, Tableau, and Power BI, with experience in data analysis, data visualization, business intelligence, and agile project management. Adept at turning complex data into actionable insights that support business and stakeholder decisions. Additional experience in marketing strategy and software development.

EDUCATION

University of Wisconsin-Madison

July 2024 - May 2025

Master of Science in Business Analytics

Madison, WI

- Relevant Coursework: Data Visualization, Machine Learning, Advanced SQL & Data Warehouse, Text Analytics, Cloud Technology, RPA, Prescriptive Modeling, Project Management

National Chengchi University

Sep 2018 - June 2022

Bachelor of Computer Science and double major in Digital Content and Technology

Taipei, Taiwan

- Relevant Coursework: Data Structures, Algorithms, Web Programming, Data Analysis & Programming, International Business Management

TECHNICAL SKILLS

Programming: Python(Pandas, Scikit-learn, PyTorch, Numpy, matplotlib), R, SQL, HTML/CSS, JavaScript, C/C++, Excel VBA

Data Tools: Tableau, Power BI, Celonis, UiPath, DataRobot, Lucidchart, HubSpot, WordPress, AWS, Snowflake, Databricks

Data Science Methods: Machine Learning, NLP, ETL Pipelines, Data Cleaning & Preprocessing, Predictive Modeling, Text Analytics, Database Management, Data Visualization, KPI Dashboards

WORK EXPERIENCE

Pershing Technology Services Corporation.

July 2021 - June 2023

Marketing Analyst(Full-time) / Marketing Intern

Taipei, Taiwan

- Managed and cleaned HubSpot CRM data for 10,000+ entries; improved segmentation accuracy through categorization logic and data standardization.
- Conducted market research, A/B testing, and performance analysis that increased lead conversion by 20%.
- Planned and executed 10+ annual marketing events, including branding campaigns at Allied Telesis HQ, contributing to a 10-15% sales boost.
- Developed content strategies and Power BI dashboards to track ROI, increase web traffic by 25%, enhance brand visibility by 30%, and grow social media followers by 50%.
- Collaborated cross-functionally with engineering, sales, and product teams to support B2B growth and deliver insights from market and consumer trend analysis.

Shanghai Far Eastern IT Co., Ltd.

July 2021 - Aug 2021

Software Engineering Intern

Taipei, Taiwan

- Automated invoice recognition using Python and applied JavaScript/Node.js for data extraction and classification.
- Integrated automated processes into financial operations, improving processing efficiency by 75%.
- Contributed to internal tools for data migration and system integration aligned with business needs.

SELECTED PROJECTS

Capstone Project— Data Analysis for CRM Optimization & Lead Generation

Jan 2025 - May 2025

- Collaborated with stakeholders to gather business requirements and define key performance metrics for lead scoring and customer segmentation based on a dataset of 2,400+ HubSpot CRM records.
- Cleaned and engineered HubSpot datasets; transitioned data scraping from Python to AI tools, and wrote complex SQL queries to analyze structured data, leading to the identification of 1,000+ qualified leads.
- Delivered business intelligence dashboards and strategic insights to support competitor benchmarking and B2B market planning across the industrial automation sector.

Red Wine Prediction and Recommendation System

Jan 2025 - APR 2025

- Developed a machine learning pipeline using Random Forest, XGBoost, and KNN to predict wine quality and recommend wines based on customer preferences and chemical properties.
- Built a recommendation system based on predictive analytics and feature-engineered EDA to optimize model accuracy.

Senior Project – Podcast Recommendation System (1st Place Award)

June 2021 - Jan 2022

- Built a full-stack podcast recommendation system by integrating the Spotify API, with backend logic in Python and frontend interface using Bootstrap and Vue.js.
- Developed a responsive and personalized solution, recognized by the department for innovation and user-centric design.