Li-Wei (Jerry) Cheng

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EDUCATION

Arizona State University - W.P. Carey School of Business   August 2022 – May 2023
Master of Science in Business Analytics (MSBA)   Tempe, AZ

Feng Chia University   August 2014 – June 2018
Bachelor of Management Science (BMS) – Transportation and Logistics   Taichung, Taiwan

TECHNICAL SKILLS

Programming Languages: Python (Pandas, NumPy, Sklearn, TensorFlow, PyTorch, PySpark), SQL, R
Technical Skills: Predictive Modeling, Clustering, Statistical Analysis, NLP, A/B testing, Data Visualization, Causal Inference Agile development, Recommendation Systems, Time Series Forecasting, Image Classification, Lean Six Sigma (Green Belt)
Tools: Tableau, Hive, Hadoop, Spark, Google BigQuery, Azure, GCP, AWS, Power BI, Alteryx, SAP, SPSS, Microsoft suites

PROFESSIONAL EXPERIENCE

Research Aide   March 2023 – Present
Arizona State University Research Lab   Tempe, AZ
- Develop cutting-edge advancements in computer vision by implementing Transfer Learning with the pre-trained YOLOv8 model, achieving a 90% precision in object detection and classification

Data Scientist (Capstone Project)   December 2022 – May 2023
IBM   Tempe, AZ
- Applied machine learning techniques to 2M+ rows of unsupervised data to build predictive models and a recommender system using Python, SQL, and Tableau with the intention of saving costs by 40%
- Performed exploratory analysis and feature engineering to reach valuable and unexplored conclusions; Segmented customers into homogenous clusters using K-means and identified key drivers of client satisfaction; Defined payment duration to evaluate the incremental impact on credit
- Created real-time data visualization dashboards to pinpoint product opportunities across the entire procurement funnel

Data Analyst   August 2022 – December 2022
BEV International Food Corp.   Tempe, AZ
- Led a 5-person data team in developing ARIMA machine learning model to forecast monthly product demand and sales growth, resulting in a 35% increase in accuracy
- Streamlined BI processes using Lean Six Sigma methodologies to optimize operations and inventory management, reducing product cycle time by 20%

Senior Business Analyst   March 2019 – July 2022
Yang Ming Marine Transport Corp. (Headquarters)   Taipei, Taiwan
- Forecasted demand using time series analysis to discern market trends and competition for advanced pricing analytics, with a total of 5% increase in average order value
- Developed and executed complex SQL queries through CTE and window functions to conduct ad-hoc analysis and orchestrate shipping schedules, generating an additional $1.2M USD in revenue
- Initiated the development of experimentation practice, managing company-wide high priority A/B experiments aimed at optimizing user experience, achieving a 20% growth in user engagement
- Generated interactive Power BI dashboards by connecting databases, leveraging DAX formulas to track key performance indicators (KPIs) and visualize complex metrics
- Managed data warehouse storage and coordinated ETL processes to develop data pipelines for internal stakeholders
- Collaborated with cross-functional teams to conduct root cause analysis for successful software and system implementations
- Led a team of three Junior Business Analysts in demonstrating business intelligence to create insightful business strategies and implement data-driven solutions for VPs' decision making

PROJECTS EXPERIENCE

Sentiment Analysis – British Airways
- Crawled and cleaned flight reviews text data followed by experimentation to determine the optimal cut-off point
- Utilized TF-IDF methods and Naïve Bayes classification to predict customer behavior with an accuracy score of over 95%

Price Sensitivity – Boston Consulting Group
- Transformed data to uncover price sensitivity to provide prescriptive suggestions to improve churn rate
- Deployed KNN-based and Random Forest algorithms to enhance prediction, outperforming the original accuracy by 10%

Topic Modeling – Arizona State University
- Built LDA and BERT models to analyze key factors of political platforms and public opinion from social media