KHANG LE (KAYLA) TAN

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EDUCATION

THE UNIVERSITY OF IOWA
Iowa City, IA
Master of Science, Business Analytics | STEM (GPA: 3.87/4.0)
12/2022

UPPER IOWA UNIVERSITY
Fayette, IA
Bachelor of Science, Psychology and Communication
10/2016

SKILLS & CERTIFICATES

- **Certification:** Microsoft Certified: Azure Fundamentals (Credential ID: 994321713)
- **Programming Languages:** Python (BeautifulSoup, Collections, gender_guesser, ipywidgets, Matplotlib, networkx, NLTK, NumPy, Pandas, Re, Requests, selenium, scikit-learn, Seaborn, TextBlob, WordCloud), R (car, caret, choroplethr, choroplethrMaps, data.table, dplyr, fastDummies, gbm, ggplot2, ggpubr, ggthemes, gt, lubridate, pscl, readr, reshape2, rsample, rvest, shiny, scales, tidyverse), SAS, SQL
- **Application:** Tableau, Excel, GitHub, JMP Statistical Software, Jupyter Notebook, Oracle, Orange Data Mining Tools, Visual Studio Code
- **Big Data:** Databricks, Hadoop, Hive, Spark,
- **Cloud Computing:** Linux, Microsoft Azure, Windows
- **Agile:** Monday.com, SCRUM, Trello, Jira
- **Methodologies:** Big Data Analytics, Cloud Computing, Clustering Analysis, Data Analysis, Machine Learning, Natural Language Processing (NLP), Optimization Analysis, Predictive Modeling, Project Management, Statistical Analysis

EXPERIENCE

THE UNIVERSITY OF IOWA, TIPPIE COLLEGE OF BUSINESS
Iowa City, IA
Tippie Analytics Cooperative Intern - Team Lead
05/2022 – 07/2022

- Led a team of 11 to supervise on projects collaborating with 3 non-profit business partners
- Established ETL process by utilizing scalable SQL and R to ensure data quality and accuracy
- Unified CRM in Google Sheets approximately 6,000 customer and to track ticket sales and donation activities
- Developed financial analysis using Tableau dashboards to evaluate YoY growth rate to support global overview and business strategies
- Designed cost-benefit analysis visualization to determine optimal solution, projected cost savings to reduce time consumption and improve future process efficiency
- Created R scripts and deployed interactive web application using Shiny App to promote automation for updated procedures for business partners to focus on reducing manual intervention
- Structured, engineered and launched a new inventory database in REDCap, automated workflow processes for product distribution, provided inventory analysis to reduce obsolete inventory, optimize inventory turnover rate, and forecast demand

HUAWEI TECHNOLOGIES
Petaling Jaya, Selangor (Malaysia)
Department Secretary
01/2019 – 07/2021

- Led and collaborated global cross-functional projects with stakeholders across the company to improve operations and processes
- Processed and maintained massive data involving more than 140 countries using Advanced Excel (Index Match, VLOOKUP, Pivot Table, VBA)
- Conducted statistical analysis and established dashboards for internal stakeholders to track project progression
- Performed routine inspections and quality analysis to ensure business standards and safety regulations
- Created training materials and operating manuals with recommendations for future improvement

Payroll Analyst
12/2017 – 12/2018

- Compiled and processed payroll for employees in various countries (Taiwan, Korea, Zimbabwe, Kuwait) using Oracle, Excel and internal software systems
- Performed data analysis on payroll transactions to identify errors and drive compliance towards payroll guidelines
- Participated in automation project and performed UAT testing to improve internal process quality and reduce manual intervention

EQUIFAX   West Des Moines, IA
VOE Processor I   04/2017 – 10/2017
- Processed verification guidelines with external employers to provide accurate information and results towards client satisfaction
- Assisted with internal leadership team in creating and distributing internal and external reports that communicate towards KPI performance and client SLA key metrics

PROJECT MANAGEMENT EXPERIENCE

The Power of International Education - IIENetwork Membership Price Analysis, Project Member (2022)
- Conducted trend analysis approximately 2,000 members and research on competitors, identified target market, provided insights and recommendations on potential pricing models to help optimize the membership and leveraged members retention using RStudio and Shiny App

Itaewon Stampede Incident Analysis (2022)
- Collected over 72,000 tweets using Twitter API v2 in Jupyter Notebook utilizing Python language, performed text analysis with NLP and machine learning to extract valuable insights from unstructured data, implemented K-means & hierarchical clustering algorithms and LDA topic modeling to study topics of discussion surrounding the incident

Product Insights Analysis (2022)
- Performed large-scale web scraping in Jupyter Notebook using Python language to extract approximately 7,000 web articles, developed sentiment classifier to predicts the sentiment of new sentence using classification algorithms, conducted K-means and hierarchical clustering algorithms to identify potential terms in a similar group, and developed LDA topic modeling to map out wording that mostly captured in each topic

Bank Marketing Analysis (2022)
- Conducted ETL process on over 42,000 customers in Databricks server using Hive/SQL, produced data analysis, data modeling, and data visualization to study client behavior and predict client subscription churn rate

All-NBA Team Analysis (2022)
- Built a Gradient Boosting Machine (GBM) model with over 18,000 players in RStudio to calculate the rating for NBA players within the last 40 years, utilizing nbastaR package to directly scrape data from basketball-reference to predict which players will be selected to the All-NBA teams in 2022

Data Science – Diabetes Analysis (2022)
- Utilized open-source machine learning and data visualization platform – Orange Data Ming to process over 254,000 patients with CRISP-DM methodology to identify risk factors and provided recommendations on reductions of diabetes

Annual Compensation Analysis (2021)
- Extracted, transformed, and load over 63,000 compensation data using Microsoft Excel, performed statistical data analysis in JMP Statistical Software and successfully developed a STEM salary predictor model that determined the years of experience highly influence the annual compensation along with other variables like city, company, education, and ethnicity

ADDITIONAL INFORMATION

- The University of Iowa - Business Analytics Department, Graduate Teaching Assistant (2022)
- The University of Iowa - Warren and Maryellen Boe Summer Research Fellowship, Graduate Research Assistant (2022)
- The University of Iowa - Iowa Business Analytics Case Competition, Student Chair (2022)
- Language Proficiencies - Fluent: English, Mandarin, Cantonese, Hokkien, Intermediate: Malay