

Cindy Chen

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Education Background

M.S Information System, Dec. 2019

New Jersey Institute of Technology

B.S Business Administration in Accounting, Minor in Investment Management, Jan. 2014

Yuan Ze University (AACSB-Accredited School)

Academic Projects

Association Data for Data Mining

- Fetched massive data from five different transactional databases with multiple records based on the records to implement Apriori
- Algorithm with Python to calculate and analyzed the Support and Confidence value of products to find out the patterns and correlations
- Designed the Decision Tree model to analyze the trend of the target company's annual advertising spend and products sales

Olympic Athletes Data Analysis

- Used Tableau to visualize Olympic 120 years data from Kaggle.
- Analyzed visualization data in different perspective: medals from events, sports dashboard, participation dashboard, female V.S male, etc.

Web Mining

- Designed Naive Bayes, Logistic Regression and Decision Tree algorithms to classify drug abuse.
- Picked the words that have high weight into the algorithms, and choose one is more accurate.

Work Experience

Innodisk-Antzer

Web Developer summer intern

Taiwan, 06/2019-08/2019

- Responsible for the company's web maintain and re-designed in WIX.
- Improved company's site with Schema.org, Sitemap and optimize HTML structure. Also, researched SEO for the company's website base on the site contains with string categorize algorithm.
- Raised the website visibility on Google Search Engine. Allowed the company to save its annual budget on marketing advertising and increased customer orders for the company.

Grand H&C CPAs firm

Taiwan, 04/2016– 12/2017

Auditor/OBU Executor

- Issued audit report through the examination of transactions records and accounts, complete audit work papers and financial reports to make sure companies present fairly in all material respects.
- Filed Income tax, Corporate tax to help companies saving more than 40% of tax expense.
- Assisted OBU company establish, advise OBU company different solutions to save most of sales tax.

HwaTai Bank

Taiwan, 01/2014 – 03/2016

Assistant Relationship Manager

- Supported customers with deposit and withdrawal of money, foreign exchange, and new accounts.
- Analyzed companies' financial reports and potential risks to verify companies' operation, determined the requirement for borrowing or investment of money to minimize the company's loan risks.
- Maintained good relationships with customers and companies to help them find out what are the suitable financial products for them and provide constructive advice.

Certifications

Bank Internal Control and Audit, Trust representative, Property insurance representative, Microsoft Office Specialist