Yi-Ting Lin

Data Analytics & Strategy Professional Analyst with a hybrid background in economics and data engineering. Turns messy datasets into actionable insights for growth, pricing, and operations.

EDUCATION

National Taiwan University, *Taipei, Taiwan* *Sep. 2018 – Jun. 2022*
B.A. in Economics, Minor in Computer Science
Coursework: *Econometrics, Machine Learning, Optimization, Database Systems, Industrial Organization*

Exchange: Erasmus University Rotterdam, *Rotterdam, Netherlands* *Aug. 2021 – Jan. 2022*
Finance & Data-Driven Decision Making
Selected Courses: *Corporate Finance, Monetary Economics, New Economic Thinking*

WORK EXPERIENCE

Formosa Insight Co., *Taipei, Taiwan* *Jul. 2023 – Present.*
Data Analyst
- Built automated weekly revenue dashboards in Python/Power BI; reduced reporting time by 70%.
- Designed pricing experiments (A/B) and improved contribution margin by 3.4%.
- Partnered with engineering to deploy demand forecasts (Prophet/XGBoost) with MAPE $< 8\%$.

HarborTech Mobility, *Kaohsiung, Taiwan* *Jun. 2022 – Aug. 2022*
Business Analytics Intern
- Consolidated ERP/CRM pipelines with SQL; standardized KPIs for supply and sales.
- Modeled delivery capacity and reduced late shipments by 12% via shift optimization.

PROJECT EXPERIENCE

Retail Demand Forecasting in Taiwan *Jan. 2023 – Apr. 2023*
Independent Project
- Forecasted SKU-level demand for convenience stores across Taipei and Taichung using ARIMA and Gradient Boosting.
- Deployed a Streamlit app for planners; cut weekly planning time by 4 hours.

Text Mining: Customer Voice in Mandarin *Oct. 2022 – Dec. 2022*
Course Project
- Collected 50k Chinese reviews from e-commerce platforms; trained a sentiment classifier (F1=0.89).
- Extracted key drivers (LIME/SHAP) to guide product improvements.

SKILLS

Programming: Python, SQL, R, LaTeX
Tools: Power BI, Tableau, Git, Excel VBA
Methods: Forecasting, A/B Testing, Segmentation, Optimization
Languages: Mandarin (Native), English (Fluent)
Interests: Cycling, Photography, Taiwanese cuisine

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