Po-Wen Hsu

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EDUCATION

Columbia University   New York, NY, USA
MS in Applied Analytics (STEM), GPA: 3.76   September 2022 - December 2023
- Coursework: Manage Data with SQL, Python for Data Analysis, Data Framework, Research Design, Applied Regression Analysis

TECHNICAL SKILLS

- Data Analysis: SQL, Excel PivotTable, Python, R, Azure Application Insights, Google Analytics, App Analytics, Minitab
- Visualization Tools: Tableau, Power BI, Python (Matplotlib, Seaborn, Plotly), R (ggplot2), Minitab

EXPERIENCE

Johnson & Johnson – Kenvue   NJ, USA
Data Analyst Consultant, Digital Marketing Campaigns   September 2023 – December 2023
- Utilized data storytelling presentations and interactive dashboards to guide decision-making, optimizing marketing campaigns for a 10% improvement in ROAS (Return on Ad Spend) on E-commerce and social platforms for consumer health products.
- Identify key factors in digital marketing campaigns through EDA (Exploratory Data Analysis), utilizing analytical insights to refine campaign parameters, resulting in a 13% improvement in conversion rates.
- Employed Sensitivity and Time Series Analysis, achieving a 21% reduction in marketing expenses through optimal frequency setting.

Watts Water Technologies   MA, USA
Data Analyst Intern, Web and Mobile Apps   May 2023 – August 2023
- Executed advanced queries for data extraction across diverse Azure SQL databases using KQL language. Developed an automated dashboard generator. Automated dashboard generation improved data visualization and accelerated the reporting process by 95%.
- Analyzed app operation during UAT (User Acceptance Testing), utilizing data-driven insights to prioritize software and UI/UX team resources, achieving a 100% resolution rate for tier-one issues and addressing 86% of tier-two issues before the launch date.
- Identified success metrics and product solutions for Watts, resulting in a 15% improvement in in-app customer satisfaction ratings.

Egis Technology, Inc.   Taipei, Taiwan
Product Manager, Analog AI Integrated Circuit   July 2020 - June 2022
- Identified anomalies on cost control dashboards, optimizing APR design service demand forecasting and reducing costs by 20%.
- Conducted qualitative and quantitative research on edge AI applications, fostering partnerships with 3+ industry-leading companies.
- Executed root cause analysis throughout the lifecycle management and led the world's pioneering Analog AI IC product in the semiconductor industry. Generated $40 million in revenue by securing a contract with Google for the 2023 and 2024 Pixel phones.
- Fostered cross-functional communication across departments, external government entities, enterprises, and academic institutions, achieving 20+ media attention and facilitating 10+ business opportunities for Egis.

Applied Optoelectronics, Inc.   Taipei, Taiwan
Product Manager, 400G QSFP-DD transceiver   August 2018 - June 2020
- Developed and implemented a comprehensive cost structure dashboard utilizing Excel and Tableau, facilitating data-driven strategic decisions that contributed to a 38% reduction in costs within one year.
- Composed data storytelling presentations and utilized data-led approaches to determine customer priority levels and enhance targeting strategies, achieving supplier relationships with 2 tier-one customers, LinkedIn and Arista.
- Led the development of the 400G DR4 QSFP-DD transceiver for data centers, contributing 11% of the company's revenue in 2021— resolved issues across the entire product life cycle, demonstrating expertise in utilizing Microsoft Project for product control.
- Coordinated and upbuilt a new production line of 8 stations while implementing the SAP ERP system to streamline operations.

SIDE PROJECT

Design and Implement an ETL Pipeline: Discover Optimal Café Tailored to User Preferences
- Developed a personalized search engine using Python to fetch data from the Google Places API and managed it in PostgreSQL.
- Implemented Spark for advanced attribute querying and integrated Flask to offer a dynamic user interface, facilitating users in finding their ideal café location based on preferences, enhancing the overall search experience with real-time customization.

INITIATIVE

Cofounder of Women in Product Management Club under Columbia University SPS   March 2023 – Present
- Emphasize a data-driven approach to empower members with insights into product analytics, market trends, and decision-making.
- Grew group from 2 to 40+ members in one year. Facilitated collaborations between attendees, resulting in career opportunities.

Volunteer of North American Taiwanese Engineering & Science Association   February 2023 – Present
- Co-hosting panel seminars on AI, NLP, and Data Science to foster community connections and facilitate insightful discussions.