

# YI HSIANG (ROYCE) YEN

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## EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN

Carlson School of Management

**CANDIDATE FOR MASTER OF SCIENCE IN BUSINESS ANALYTICS**

Aug. 2025

NATIONAL CENTRAL UNIVERSITY, Taoyuan, Taiwan

**BACHELOR OF BUSINESS ADMINISTRATION**

Jun. 2019

## EXPERIENCE

CARLSON ANALYTICS LAB, Minneapolis, Minnesota

**Data Science Consultant**

Aug. 2024 - Present

Client: Largest nonprofit food hub in Minnesota

- Led data processing and quantitative analysis on client and census records, including web scraping (Python, BeautifulSoup) to resolve data mismatches, preparing analysis-ready datasets.
- Aggregated county-level metrics into regional clusters for segmentation, defining business strategies for buyers, suppliers, commodities, and transportation costs.
- Defined key evaluation metrics to assess operational efficiency and business impact, and built Tableau dashboards to present solutions to C-level executives, earning runner-up in the 2024 live case competition.

25SPROUT, Taipei, Taiwan

**Product Manager**

Mar. 2024 - July 2024

- Enhanced user satisfaction by reducing monthly complaints by 50% through root cause analysis of bug reports from 117K+ accounts on SurveyCake, a cloud-based SaaS survey solution.
- Coordinated developers to resolve SQL and API integration issues under an agile framework, ensuring 100% data accuracy in SurveyCake Enterprise's user engagement and survey report dashboards.
- Identified cost-saving opportunities through exploratory analysis on AWS expense reports, and worked with IT on database resource reallocation to reduce monthly expenses by 8%.
- Executed end-to-end functional testing for 100+ features across 6+ sprints to enhance product stability.
- Directed website localization for 5 languages, ensuring a seamless user experience across global markets.

APPIER GROUP, INC., Taipei, Taiwan

**Senior Campaign Analyst/Solution Owner**

Sep. 2022 - Feb. 2023

- Developed fraud detection dashboards with SQL, Tableau, and Excel for 3+ campaigns to identify outlier patterns, mitigating MMP-flagged traffic anomalies in RTB and AdNetwork campaigns.
- Designed and executed A/B testing experiments for modeling tuning, target audience segmentation, and inventory optimization to drive \$1.8M in revenue for RTB user acquisition advertising campaigns.
- Conducted conversion volume and revenue forecasts to support monthly operating plans and user acquisition budget scaling.

**Campaign Analyst**

Jul. 2021 - Sep. 2022

- Operated 80+ mobile app RTB and AdNetwork user acquisition campaigns across e-commerce, gaming, and fintech industries, contributing to \$2.4M+ in revenue.
- Initiated a one-time setup function for campaign budget adjustments, reducing the frequency of manual operations from daily to monthly with a cross-functional team.
- Mentored 10+ team members on segmentation, experimentation, and campaign analytics best practices.

DELOITTE & TOUCHE CONSULTING CO., Taipei, Taiwan

**SAP Analyst II**

Jun. 2021 - Jul. 2021

- Configured SAP process chain data pipelines to automate reporting in a system roll-out project.
- Authored the first internal tutorial guidebook for SAP S/4HANA Migration Cockpit, minimizing onboarding time from 16 hours to a 10-minute read.

**SAP Analyst I**

Jan. 2020 - June 2021

- Performed ETL, data migration, and system configuration for terabyte-sized business data, while delivering training for 30+ international users to facilitate a smooth transition to SAP S/4HANA systems.
- Diagnosed and resolved data extraction and migration issues with SAP India team to address two bug fixes.

## TOOLS & SKILLS

- Tools: Python, SQL, R, Spark, Hive, DataBricks, AWS, Tableau, Jira, Figma
- Skills: Exploratory Analysis, Predictive Modeling (Clustering, Classification, Regression, SVM), A/B Testing, Causal Inference, Experimental Optimization, Segmentation, Agile Management, User Acquisition