

EDUCATION

Master of Science in Business Analytics , Rady School of Management University of California, San Diego, CA	06/2025
• Relevant courses: Customer Analytics, Marketing Analytics, Fraud Analytics	
B.A. in East Asian Studies, Minor in Economics University of Alberta, Edmonton, AB, Canada	06/2021
• Relevant courses: Introductory Econometrics, Quant Methods in Economic	

PROFESSIONAL EXPERIENCE

Platform Experience Analyst , Accenture, Taipei, Taiwan	08/2021 - 08/2023
• Delivered consultations to up to 15 global application developers through data-driven approaches on a daily basis, specializing in policy compliance, app content publication strategies, and backend system improvement	
• Utilized the new case-handling process, leading to a 30% reduction in overall handling time, and contributing actionable insights which streamlined decision-making and improved internal workflow efficiency by 10%	
• Delivered tailored coaching to new team members, enhancing their problem-solving skills, while fostering teamwork through constructive feedback, leading to swift assessment success and independent case management	
• Conducted comprehensive analysis of data trends to identify behavioral patterns in repetitive content appeals, providing valuable insights and recommendations that reduced repetitive enforcements and appeals	
Research Assistant , University of Alberta Taiwan Studies Program, Remote	04/2021 - 07/2021
• Organized two online events with over 80 participants focusing on specific topics and proofread Mandarin-English translation for interview content to ensure high-quality communication	
Sales Associate (Short-Term) , Hermès, Tainan, Taiwan	04/2021 - 05/2021
• Maximized fragrances sales with Hermès' high standards during Mother's Day peak shopping period	
• Generated a total revenue of 20K+ sales and retained customer relationships by creating profiles	
Seasonal Sales Associate , Coach New York, Edmonton, AB, Canada	10/2018 - 02/2020
• Addressed customer dissatisfaction by offering personalized suggestions based on their preferences	
• Performed over 70 accurate transactions per shift during holiday seasons (e.g., Boxing Day)	
International Customer Service Intern , Dongguan Zhengyang Electronic Mechanical Ltd., China	06/2017 - 07/2017
• Acquired insights into the company's production and marketing processes while developing a foundational understanding of international customer service	
• Delivered an economic presentation utilizing the company's statistical data to effectively convey key insights	

PROJECTS

Project Lead , Analyzing Unstructured Data, Rady School of Management	03/2025
• Led end-to-end development of an XGBoost model with 89.2% accuracy to predict Formula 1 podium finishes, using 2000–2024 data on drivers, pit stops, weather, and circuit characteristics	
• Engineered 15+ high-impact features (e.g., podium rate, wet-weather DNF rates, grid bias adjustments), applied custom weighting to improve prediction fairness, and validated results on real-world 2024–2025 Grand Prix data	
Student , Web Mining and Recommender System, Rady School of Management	12/2024
• Developed machine learning models to improve fashion fit prediction and size recommendations, reducing return rates by 15% and enhancing customer satisfaction	
• Analyzed 192,000+ transactions to implement a recommendation system with 90% top-3 accuracy, achieving a 30% improvement over baseline models	
Student , SQL and ETL, Rady School of Management	08/2024
• Developed end-to-end ETL pipeline using Python and Snowflake to extract, load, and transform large datasets from multiple sources (CSV, XML, PostgreSQL, and Snowflake Marketplace)	
• Collaborated with a team of 4 to integrate data by joining tables, creating calculated fields, and identifying correlations between weather conditions and purchase discrepancies, with outputs stored in materialized views	

SPECIALIZED SKILLS

• Tools/Coding: Python, R, SQL, Snowflake, PySpark, AWS (SageMaker, S3, EC2), Tableau, Power BI
• Certifications: MOS Microsoft Excel 2016, Data Analytics and Applications in the Fashion Industry
• Spoken Languages: Mandarin (native); English (fluent); Korean (advanced)

PROFESSIONAL AFFILIATIONS & LEADERSHIP

Member: Tech Club at UC San Diego, Rady Data Analytics Club, Rady Consulting Club	09/2024 - Present
Vice President: University of Alberta Taiwanese Students' Association (UATSA)	09/2017 - 02/2020
• Secured 20 sponsors for UATSA events by maintaining external liaison and coordinated events with up to 100 participants, including arranging activities, designing event posters, and monitoring schedule effectiveness	