

KUAN-LING (REBECCA) TSENG

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SPECIALIZED SKILLS

- **Languages/Coding:** SQL (ETL, querying, NoSQL), Python (Pandas, NumPy, Scikit-learn, Matplotlib), R (dplyr, tidyr, ggplot2)
- **Tools:** Tableau, Power BI, LookerStudio, Google Analytics, Advanced Excel(VBA), SPSS, Big Query, Snowflake, Git, Jira
- **Statistical & ML Techniques:** Statistics (A/B testing, T-test, Z-test), Data Modeling (Regression, Classification, Clustering), Data Management, Data Mining, Predictive Analytics, Exploratory Data Analysis (EDA), Data Visualization, Data Analytics

EXPERIENCE

Data Analyst Intern Jul 2023 – Apr 2024
Taelor | Retail Service Startup Hayward, CA

- Reduced customer churn rate by 12% and informed business decisions for new product launching with **sentimental text analysis** on customer reviews and **A/B testing**
- Increased impression and click-through rate by 17% through leveraging **A/B testing** on holiday email marketing
- Identified bottlenecks in the shipping process and streamlined performance monitoring process by developing an automated data pipeline using **SQL**, **Python**, and **LookerStudio**, reducing manual tracking time by 80%
- Segmented customer data and analyzed CRM and behavioral data using **SQL** and **BigQuery**, identifying potential customer groups to support sales targeting efforts and improve lead quality
- Developed monthly reports and dashboards using **Python**, **Tableau**, and **Power BI**, delivering actionable insights from 10K+ records that helped the sales team track performance and achieve over 83% of monthly KPIs

Product and Operations Specialist Jun 2021 – Dec 2021
MedFirst Healthcare Services Inc | Leading Medical Products & Retail Chain in Taiwan Taipei, Taiwan

- Managed medical products from 3 brands, leveraging **SQL**, **Power BI**, and **Excel** to analyze procurement trends, sales performance, and inventory turnover across hundreds of SKUs, optimizing demand forecasting and key KPI metrics
- Led multi-channel discount promotions and optimized sales operations across medical distribution networks, ensuring promotional effectiveness, inventory control, and budget allocation, managing over 5 million NTD in revenue

Data Analyst Researcher Jul 2020 – Feb 2021
Ipsos | Global Research & Data Analytics Consultancy Taipei, Taiwan

- Built data models to synthesize and analyze inconsistent datasets, reducing processing time by over 50%, from 7 days to 3 days
- Executed **A/B testing** and market research, conducted analyses on customer behavior and preferences using **Excel**, **SPSS**, and **Tableau**, and delivered reports and presentations for 10+ clients across financial, retail, tobacco, and public sectors
- Improved project management efficiency by leading 3 cross-functional teams across 3 countries, streamlining workflows and multitasking to maintain timelines, ensuring on-time delivery

EDUCATION

Master of Science in Business Analytics, Rady Fellowship Recipient Jul 2024 – Dec 2025
University of California, San Diego San Diego, CA

- Relevant Courses: SQL and ETL, Web Mining and Recommendation System, Collecting and Analyzing Large Data, Supply Chain Analytics, Analyzing Unstructured Data (NLP), Customer Analytics, A/B Testing

Bachelor of Sociology and Economics Sep 2016 – Jun 2020
National Chengchi University Taipei, Taiwan

PROJECTS

Optimizing Direct Mail Campaigns with Predictive Analytics Feb 2025

- Developed a **predictive modeling** framework using **logistic regression** and **neural networks** to forecast customer response rates to optimize demand planning decisions, resulting in examined profits over **6x** greater than mass email spamming

Optimize Customer Targeting Strategy of Mobile Ads with Marketing Analytics Jan 2025

- Developed **predictive models (logistic regression, random forest, neural network)** for analyzing over 115,000 impressions, increasing ad targeting efficiency, forecasting performance and providing insights for a projected \$2M ad campaign by identifying key drivers of click-through rates and maximizing incremental profits using **Python**

Weather Forecast on Transaction with ETL Aug 2024

- Processed and integrated over 400,000 records across 41 files using **Python**, **SQL**, and **Snowflake** for ETL and implemented **correlation analysis** to explore weather-driven supply chain decisions

Shipping Performance Analysis and Automated Tracking Dashboard Feb 2024

- Designed and implemented an automated **data pipeline**, integrating **SQL** data extraction and processing with **Python**, to deliver real-time insights with a **LookerStudio dashboard**