SHERRY YU-HSUAN HUANG

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EDUCATION

National Tsing Hua University

Hsinchu, Taiwan

Bachelor of Economics, College of Technology Management

2020-2024

- GPA: 3.86 / 4.3
- Relevant Coursework: Statistics, Calculus, Linear Algebra, Statistical Data Analysis, Data Visualization of Big Data in Education, Financial Management, Microeconomics, Intermediate Accounting

WORK & LEADERSHIP EXPERIENCE

EY Advisory Services Inc.

Taipei City, Taiwan,

March 2023 - Present

Data Analytics Consultant

Data Governance and Model Development - [GCP, Vertex AI, SQL, Customer Segmentation]

- Consolidated diverse data sources in retail client by creating a centralized data platform as a single source of truth, designing ER diagrams and database schemas to support future product recommendation systems.
- Developed clustering and personalization models on BigQuery and Vertex AI, building a K-means clustering model to segment users based on behavioral similarity. Leveraging Vertex AI's machine learning capabilities, I enabled tailored health product recommendations for each group, significantly improving recommendation accuracy.

Data Engineering and Machine Learning - [Python, OpenAI, NLP]

- Integrated CRM customer data and optimized over 100,000 automotive client records using ETL pipelines and Python. Executed advanced data cleaning, deduplication, and standardization techniques, reducing data errors.
- Fine-tuned GPT-3.5-turbo using domain-specific data and prompt engineering for automated response validation, integrated within Salesforce to minimize error rates and reduce manual response time.

Financial Reporting Automation and Visualization - [Python, Selenium, Power BI]

- Developed automated financial reporting workflows with Power BI, reducing manual reporting time by 80% and delivering real-time analytics on revenue and newly acquired projects.
- Designed scheduled report distribution for partners and utilized Selenium-based RPA to automate financial data extraction, streamlining workflows, reducing processing time, and ensuring high data accuracy.

DFI Inc.

New Taipei City, Taiwan

Data Analytics Intern - [Google Search Console, Google Analytics, HubSpot]

2023/07-2023/10

• Analyzed website keyword performance using Google Search Console and Google Analytics. Implemented SEO optimization strategies, improving keyword rankings by 60 % and significantly increasing company visibility.

PROJECTS

Do higher-paid NBA players perform better? - [R, Overleaf, Statistical Analysis]

2023/03-2023/06

- Designed a database for NBA salaries and performance, performed EDA, cleaned 30% of anomalies, and identified a strong correlation between salaries and scoring efficiency.
- Performed multiple regression analysis to evaluate the relationship between salaries and performance metrics. Validated key variables like scoring efficiency through t-tests, confirming their significant impact on salaries.

ATM Locator Chatbot Using Python and Google API, Coding & Co-working Club - [Python, Heroku, Git]

Developed an ATM locator Line chatbot using Python and Google Maps API, enabling users to find the nearest ATM
based on their bank and current location. This solution improved user convenience, saving time and providing real-time,
location-based recommendations.

ACHIEVEMENTS

2nd Place, Yuanta Securities Co., Ltd. 7th Taiwan Stock Simulation Trading Competition

• Achieved a 198% return on investment through algorithmic trading and data analysis.

CERTIFICATE AND SKILLS

Technical Skills:

- Programming & Data Analysis: Python (pandas, NumPy, matplotlib, seaborn), R, SQL, Git, ETL processes
- Data Visualization & Analytics Tools: Power BI, Tableau, draw.io, Google Analytics (certified), Google Search Console
- Cloud Computing & Platforms: Google Cloud Platform, Microsoft Azure Fundamentals, Microsoft Excel

Certifications & Training:

- Google Analytics Individual Qualification
- Microsoft Certified: Azure Fundamentals
- Python Programming: Information System Training Program
- Crash Course on Python: University of Michigan, Coursera

ACTIVITIES

Activities:

• Educational Materials Developer, Shiding Firefly Bookhouse: Utilized Geographic Information System (GIS) technology to compare maps from different eras, employing modern techniques to restore historical landscapes and support environmental education initiatives.