

Ying-Yi Chen

YingYi Chen

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Highly motivated, Be able to use own initiative to work as part of a team under pressure to meet deadlines

Skills

Teamwork

Good listener, respect others, good at communicate with others to finish the task.

Strong Analysis

Ability to take large quantity of data and analyze into trends/results.

Leadership

Strong team leader and can motivate people to fulfill their abilities.

Language

Chinese (Mother Tongue)

English (Proficient)

Experience

Business Analyst

Data Communications Branch, Chunghwa Telecom Co., Ltd.

Jul 2017 –

- Operationalized business intelligence solutions and conducted advanced analytics to identify opportunities and strengths to surpass business goals, increasing subscribers by 13.1%, decreasing customer churn by 12.0%.
- Worked with cross-functional teams to structure problems, improve processes, identify appropriate data sources, extract data and develop integrated information delivery solutions.
- Optimization of CRM/marketing activities by defining market sectors and customer selection based on customer profiling and segmentation. Created inbound marketing tags helping the customer service team know customers' profile and give the suggestion of the product.

System Analyst & Programmer

Cathay Life Insurance Co., Ltd, Taipei, Taiwan

Jan 2014 – April 2016

- Develop, design, and maintain financial investment information system
- Help integrate the investment data and system into Cathay's investment information system within a month after acquisition
- Responsible for maintaining order placing system, processing more than \$2b TWD transaction in total daily

Certificates

Enterprise Big Data Professional (2021)

AMP Group

Oracle Certified Professional, Java EE 5 Web Component Developer (2015)

The Oracle Certification Program

Oracle Certified Professional, JAVA SE6 Programmer (2015)

The Oracle Certification Program

Education

Master of Information Management

National Cheng Kung University, Tainan, Taiwan

Sep 2011-Jun 2013

- Thesis research:
A study for investigating classification accuracy and consistency between K-fold cross validation and complete-data model
- Data Mining, Machine Learning:
Learned the principles of predictive model, association analysis, clustering method, and classification. Built systems to implement the flow of data mining, include: data preprocessing, data mining, data post-processing, and data information discovering.
- Courses:
Project Management, Knowledge Management, Advanced Database Management and System

Bachelor of Finance

National Dong Hwa University, Hualien, Taiwan

Sep 2006-Jun 2010

- Financial Software:
Learned how to use SAS to import data, analyze the data and implement a project.
- Financial Engineering Program, Behavioral Finance Program

Programming Language & Software

SQL	<div><div></div></div>	R	<div><div></div></div>
Python	<div><div></div></div>	PHP	<div><div></div></div>
JAVA	<div><div></div></div>	JavaScript	<div><div></div></div>
HTML5	<div><div></div></div>	CSS3	<div><div></div></div>

Hobbies

Swimming, Percussion, Mountain Climbing, Travelling, Workout, Concert Band

References can be supplied upon requests