Lean Lin

Senior Data Analyst

CONTACT INFORMATION

Email: xphoenixx32@email.com
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SKILLS

Soft Skills
- Clear Data Storytelling, Cross-Functional Collaboration
- Problem Decomposition, Logical Reasoning, Data-Driven Decision-Making
- Learning New Tools, Adapting to Change

Hard Skills
- Python, SQL, Streamlit, Looker Studio, Tableau, Power BI, Excel
- EDA, Data Visualization, Machine Learning, Feature Engineering
- Certificates: Google Business Intelligence Specialization

EDUCATION

Master Degree, Public Administration & Policy
National Taipei University (2017 Sep ~ 2021 Jan)
- Thesis: The Research on the Influence of Influencers' Political Endorsement and Policy Marketing Effect (Using Internet Public Opinion Big Data to Analyze its Impact on Social Media) Thesis URL
- GPA: 3.8
- Honor: Phi Tau Phi Honorary Membership, The C. C. Chang Scholarship of Administrative Science, The Rotary Foundation Scholarship

PROFESSIONAL EXPERIENCE

Data Analyst, Business Intelligence
Shopee (2024 Jan ~ Present)
- Identify potential opportunities and plan actionable business improvement strategies from sales data.
- Develop and maintain dashboards for marketing analysis.
- Support MKT Campaign team with analysis on consumer traffic, campaign performance, and ordering incentives.

Lead Data Analyst
Taiwan AiLabs (2023 Feb ~ 2023 Dec)
- Led a team of 3 analysts; managed client needs and business goals.
- Applied community detection algorithms and ML models to detect atypical behavior on platforms like YouTube & TikTok.
- Delivered insights on coordinated behavior through 40+ reports with impactful visualizations.

Sr. Business Analyst
eLand Information (2019 Mar ~ 2023 Feb)
- Conducted data-driven analyses across politics, public relations, and business analytics.
- Delivered 100+ analytic reports and advised clients on system-operating and data-processing issues.
- Led 25+ workshops on Big Data and quantitative methods.

PROJECTS

EDA Toolkit (Web app)
- Built with Streamlit to assist data analysts in quick, interactive EDA.
Access | Code

Business Case Study - Walmart Sales Analysis
- Used K-means Clustering and LSTM for sales factor analysis and forecasting.
Access | Code

Build Local Data Warehouse
- Integrated 60+ features across 8 tables to optimize marketing efficiency and analysis quality.

RFM Clustering for CLV Prediction (on-going)
- Classified consumers into meaningful groups to target high CLV users and prevent churn.
Access