

Lean Lin

Senior Data Analyst

CONTACT

- Email

xphoenixx32@email.com

- LinkedIn

<https://www.linkedin.com/in/leanlin/>

- GitHub

<https://github.com/xphoenixx32>

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
- Certifications: Google Business Intelligence Specialization

EDUCATION

Master's Degree in Public Administration & Policy

National Taipei University
(2017 Sep - 2021 Jan)

- Thesis: **The Research on the Influence of Influencers' Political Endorsement and Policy Marketing Effect**
- GPA: 3.8
- Honors: Phi Tau Phi Honorary Membership, The C. C. Chang Scholarship, The Rotary Foundation Scholarship

CAREER SUMMARY

Data Analyst, Business Intelligence

Shopee (2024 Jan - Present)

- **Identified potential opportunities** and **planned actionable business improvement strategies** from sales data.
- Developed and maintained **data pipelines** and **dashboards** for marketing analysis.
- Supported the Marketing 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.

Senior 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.

SIDE PROJECTS

EDA Toolkit (Web app) - A Data Tool Without Coding

- Built with Streamlit to assist data analysts in quick, interactive EDA.
- [Access](#) | [Code](#)

Business Case Study - Walmart Sales Analysis & Prediction

- Used K-means Clustering and LSTM for sales factor analysis and forecasting.
- [Access](#) | [Code](#)

WORK PROJECTS

RFM Clustering for CLV Prediction (on-going)

- Classified consumers into meaningful groups to target high CLV users and prevent churn.
- [Access](#)

Build Local Data Warehouse of Integrated Customer Segmentations

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

Guidelines for Early-Life Live Stream Sellers

- Using Random Forest Regressor & EDA to assess the most influential key factors