

Lean Lin

Ming Yan, Lin

[Resume of Web-based Version](#)

Data Analyst

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Technical Skills

- Python, SQL
- Looker Studio, Tableau, Power BI
- Excel, Power Query, Power Pivot
- Machine Learning
- Data Mining & Visualization
- EDA & Feature Engineering
- ETL & Data Management

Soft Skills

- Cross-Functional Collaboration
- Adapting to Change
- Project Management

Side Projects

- Showcase Demo of ML Model & XAI ([Access](#))
- EDA Toolkit - a No-Code Data Tool ([Access](#))
- Sales Factors Analysis & Forecasting ([Access](#))

Professional Experience

Data Analyst - Business Intelligence, Shopee

Jan 2024 - Present

- Leverage RFM framework to segment users and [predict](#) their [future login inclination using LightGBM with 93% precision rate](#). (5-fold CV)
- Help boosting marketing resources allocation by [predict](#) upcoming monthly campaign [GMV using Prophet with 2.7% MAPE](#) and [1.8% MAPE gap](#).
- Build a local crm data warehouse [conserving 95% of computation time](#), which integrate user features from different departments, and standardize the data structure for future analysis.
- Develop a business metrics projection tool (streamlit app) [reducing 40% of working time](#). ([Access](#))
- Create and maintain Data Dashboards or Trackers for marketing analysis needs and routine monitoring, including campaign performance, consumer traffic, and ordering incentives.

Lead Data Analyst, Taiwan AllLabs

Feb 2024 - Dec 2024

- [Lead 3 Data Analysts](#) and distribute the workload, organizing the needs from clients & senior management, and meeting the overall goals of the business unit's expectations.
- [Set up a standardized data analysis framework](#) to clearly uncover the relationship between abnormal user groups and popular manipulated issues, [being a part of the focal features in MVP](#).
- Utilizing community detection algorithms to group accounts, also detecting atypical behavior patterns on social media based on feature engineering & ML methods. (2+ models for YouTube & TikTok)

Senior Business Analyst, eLand Information

Mar 2019 - Feb 2024

- Providing conclusions and insights among various realms based on data-driven evidence.
- Focus on [stakeholders relationship and project management](#), ensuring projects can be delivered on time. ([20+ projects](#))
- Involved in data-related tasks such as Data Cleaning, Integration, and Visualization, routinely delivering analytic reports. ([100+ analytical reports](#))

Education

Master Degree of Public Administration & Policy

Sep 2017 - Jan 2021

National Taipei University

- Major in Quantitative Research & Policy Science
- Thesis : "[The Research on the Influence of Influencers' Political Endorsement and Policy Marketing Effect](#)".