

Senior Data Analyst

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SUMMARY

Skilled in leveraging ML models, EDA, creating impactful visualizations to uncover actionable trends, extracting insights into strategic business decisions.

TECHNICAL SKILLS

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

SOFT SKILLS

Cross-Functional Collaboration
Data-Driven Decision-Making
Adapting to Change
Learning New Tools and Techniques

PROFESSIONAL EXPERIENCE

Data Analyst - Business Intelligence, Shopee

Jan 2024 - Present

- Identify potential opportunities and plan actionable business improvement strategies from existing sales data.
- Develop and maintain Data Dashboards or Trackers for marketing analysis needs.
- Assist in organizing and focusing on analysis requests from the Campaign team, including but not limited to consumer traffic, marketing campaign performance, and analysis on ordering incentives.

Lead Data Analyst, Taiwan Allabs

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.
- Utilizing community detection algorithms to group atypical accounts, also detecting atypical behavior patterns on social media based on feature engineering & other 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. (realms including politics & policies, public relations, business analytics and marketing campaign)
- Involved in data-related tasks such as Data Cleaning, Data Integration, Data Transformation & Data Visualization, routinely delivering analytic reports. (100+ reports)

SIDE PROJECTS

WORK PROJECTS

- Showcase Demo of ML Model & XAI (Access)
- EDA Toolkit - a No-Code Data Tool (Access)
- Sales Factors Analysis & Forecasting (Access)
- RFM Clustering for CLV Prediction (on-going)
- Local DWS of Integrated Consumer Segmentations
- Success Factors of Early-Life Live Stream Sellers

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".