Lean Lin
Ming Yan, Lin

Data Analyst

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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
Project Management

SIDE PROJECTS

- Showcase Demo of ML Model & XAI (**Access**)

- EDA Toolkit - a No-Code Data Tool (**Access**)

- Sales Factors Analysis & Forecasting (**Access**)

WORK PROJECTS

- Projection Automation Tool (**Access**)
- RFM Clustering for CLV Prediction (on-going)
- Marketplace Business Topline Prediction (on-going)
- Local DWS of Integrated Consumer Segmentations
- Success Factors of Early-Life Live Stream Sellers

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)
- Build a local crm data warehouse **conserved 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) **reduced 40% of working time**.
- 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 AILabs*   **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, Data Integration, Data Transformation & Data 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***".