





## Contact Info.

-  <https://www.linkedin.com/in/leanlin/> •  0975-900-819
-  [xphoenixx32@gmail.com](mailto:xphoenixx32@gmail.com) •  ID: archer840510

林明延

Ming-Yan, Lin

Lean Lin



## Skills

- ✓ Data Analysis & Machine Learning:
  - Excel (Pivot Tables & Power Query etc.)
  - Python (Pandas, Numpy & Seaborn etc.)
  - Trino SQL 、 MySQL
- ✓ Data Visualization:
  - Power BI
  - Google Looker Studio
- ✓ Google Business Intelligence Specialization

## Career Summary

### ■ 2024 Jan. ~ Present (8m+) *Data Analyst, Business Intelligence*

#### Shopee Taiwan

- Identify potential opportunities and plan actionable business improvement strategies from existing sales data.
- Fulfilled Projects:
  - ✓ Guidelines for Early-Life Live Stream Sellers  
Using **Random Forest Regressor & EDA** to assess the most influential key factors that drive live stream success, **compiling the insights into an executive summary** for the Live Streaming Team.
  - ✓ Build up an Integrated Consumer Segmentation for Taiwan Business  
**Standardize consumer segmentation** by aligning different departments' goals and integrating them with existing academic frameworks. This will then **be built into a local data warehouse (ETL)** for **marketing products and to improve analysis.**



### ■ 2023 Sep. ~ 2023 Nov. (3m) *Team Lead, Data Analysis Team*

#### Taiwan AI Labs

- Developed and optimized a comprehensive user-clustering and report generation workflow.



### ■ 2023 Feb. ~ 2023 Sep. (8m) *Data Analyst*

#### Taiwan AI Labs

- Utilize community detection algorithms to group atypical accounts, further detecting atypical behavior patterns based on feature engineering methods. (2+ models for YouTube & TikTok)
- Being experienced in data visualization, concluding with insights about how collaborative groups manipulated specific information. (40+ reports)

### ■ 2020 Aug. ~ 2023 Feb. (2yr 7m) *Business Analyst*

#### eLand Information Co., Ltd.

- Experienced in data-related tasks such as Data Cleaning, Data Transformation & Data Visualization, routinely delivering analytic reports. (100+ reports)
- Understood customers' pain points and help addressing business problem from 100+ clients.



## Education

### ■ 2017.Sep. ~ 2021.Jan *Master Degree*

National Taipei University, Dept. of Public Administration & Policy

- GPA 4.0 / Honorary Membership of Phi Tau Phi

