Lean Lin
Ming Yan, Lin

Data Science Professional ｜ Data Analyst

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Technical Skills

- Python, SQL
- Data Mining & Data Visualization
- EDA, Feature Engineering & Data Modeling
- ETL & Data Management
- Prompt Engineering & n8n (Automated workflow)

Specialization Certificate

- *Google **Business Intelligence** Specialization*
- *Stanford **Machine Learning** Specialization*

Soft Skills

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

Side Projects

- Showcase Demo of ML Model & XAI (**Access**)
- Structured Prompt Generator (**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 **Topline 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 AILabs*   Feb 2023 - Dec 2023

- **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 2023

- 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***".