Joanna Yeh

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PROFESSIONAL SUMMARY

- 4-year experience as Data Analyst and CRM Consultant for Internet, Skincare, FMCG, and F&B industries
- Specialized in data analysis, visualization, modeling and database management using Python, SQL, and Tableau
- Experience with defining business metrics and product roadmap to facilitate decision making for stakeholders

SKILLS & CERTIFICATES

Language: R, Python   **Database:** Google BigQuery, MySQL, PostgreSQL
Tools/Software: Excel, Tableau, Looker, Alteryx, Adobe Analytics, Google Analytics, SPSS
Certificate: Python for Data Science and Java Programming at National Taiwan University

WORK EXPERIENCE

Experian | top 3 largest consumer credit reporting company in US   Costa Mesa, CA
Data Analyst (UCI capstone project)   Jan 2020 – Jun 2020 (expected)

- Predicted customer default using classification models, such as logistic regression, random forest, to improve the customer segmentation for credit delinquency and increase the model runtime

Codementor | the 1st largest community for developer mentorship, a seed stage startup   Palo Alto, CA
Product Analyst   *Feb 2019 – Jul 2019*

- Optimized product flows and increased customer engagement via A/B experiments with product and growth teams using BigQuery and Google Analytics, which increased conversion rate by 23% in the initial launch
- Leveraged statistical modeling using Python to identify target customers through enhanced segmentation, which improved sales team productivity by 71%
- Drew inference and created dashboards of user cohort, customer segment and churn, and product improvement to assist sales, marketing, and product teams for effective decision making

Honestbee | top 3 Asian concierge and delivery service firm, a series A startup   Taipei
Data Analyst   *Mar 2018– Jul 2018*

- Designed personalized marketing strategies and automated dashboards based on consumer analytics using Looker; the resultant campaign for a global fast-food brand increased customer return rate by 46% in 6 months
- Decreased order cancellation rate by 62% through operation analysis and process optimization at restaurants

Bits x Bites | a food innovation consultancy invested by Shinho, the 3rd food corporate in China   Shanghai
Data Analyst   *Jun 2016 - Jun 2017*

- Initiated a supply chain digitalization project for clients by optimizing EPR system for dealers and building visualized dashboards in Tableau for sales and operation teams to achieve increased efficiency while reducing costs
- Engaged in an agile development project for enterprise hospitality client by conducting user research and analytics for a content management system development with consulting partners and dev agency

Kaytune CRM | the 1st largest local CRM, eCommerce, database management consultancy   Shanghai
CRM Account Management   *May 2015 - Jun 2016*

- Managed omni-channel CRM loyalty programs and database development and planned 36 ad-hoc social campaigns to promote products and cross selling, contributing to $104M in total revenue and increased target customers by 84% YoY.
- Managed chatbot development to improve customer service experience while reduce operational costs by 20%

RELEVANT PROJECT

2020 NFL Super Bowl Score Prediction (Python Scikit-learn, Tensorflow, Alteryx)   *Feb 2020*

- Applied Time Series ARIMA models and Poisson Regression on the past 4-year data to predicting the final scores of KC Chiefs and SF 49ers at Super Bowl game

Urban Flooding Solution in Taiwan (R, Tableau)   *Jan 2019 - Sep 2019*

- Predicted 60-min forehanded flooding by developing the Autoregressive Distributed Lag Model with a 0.94 r-squared value in R and built altering system prototype using RShiny and Tableau
- Highlighted in 2019 Bloomberg Data for Good Exchange Conference

EDUCATION

University of California, Irvine   *Jun 2019 – Jun 2020*
Master of Science in Business Analytics, GPA 3.8/4.0   *(expected)*
National Taipei University   *Sep 2010 - Jun 2014*
Bachelor of Business Administration, GPA: 3.6/4.0