

EDUCATION**Master of Science in Business Analytics**, Rady School of Management Dec/2026

University of California, San Diego, CA

- Relevant Courses: Web Mining and Recommender System, Customer Analytics, Scalable Analytics (PySpark), Experiments Analytics (AB Testing), Business Analytics, Business Intelligence Analysis

Bachelor of Science in Accounting Jun/2024

Tamkang University, New Taipei, Taiwan

PROFESSIONAL EXPERIENCE**Data Analyst**, Big Data Co., Ltd Jul/2024 - Feb/2025

- Retrieved and cleaned 100k+ social media records using internal SQL-based tools and BI dashboards, standardizing data formats and removing duplicates to support sentiment and competitive analysis
- Analyzed consumer sentiment, influencer engagement KPIs, and Share of Voice for Estee Lauder Companies through keyword frequency analysis, word cloud, producing monthly dashboards and reports to support campaign strategy and ad optimization decisions
- Executed topic-level engagement analytics and trend scoring for government stakeholders to identify high-priority discussion areas and potential influencers

Audit Intern, KPMG Jun/2023 - Jul/2023

- Performed tax sampling, field audits, and workpaper preparation using Excel and audit software to verify financial accuracy and support audit conclusions
- Communicated with clients to clarify documentation requirements and resolve reporting inconsistencies, ensuring adherence to audit procedures and reducing financial risk exposure
- Reviewed transactions and internal controls to identify discrepancies and recommend process improvements, strengthening compliance effectiveness

PROJECTS**Marketing Campaign Uplift Modeling** La Jolla, Feb/2026

- Leveraged A/B testing data and ML algorithms (Logistic Regression, XGBoost, Random Forest) to develop an Uplift Model, using Qini curves and uplift charts to evaluate causal impact and outperform traditional propensity models in identifying incremental buyers
- Optimized customer targeting strategy through uplift-based ranking, achieving a 15% increase in expected incremental profit over random allocation while reducing spend on organically converting customers

Spotify Audio Feature Analysis & Popularity Prediction La Jolla, Dec/2025

- Analyzed 90k+ Spotify tracks to identify audio drivers of popularity using hypothesis-driven EDA (t-tests, ANOVA), finding vocal-driven songs and mid-range valence significantly outperform instrumental tracks
- Built predictive models to classify hit vs. non-hit tracks, improving model robustness through k-fold cross-validation and addressing class imbalance in skewed popularity distribution

Python for Finance: Portfolio Optimization Taipei, Feb/2023

- Built vectorized portfolio model to compute returns, covariance, and risk metrics grounded in modern portfolio theory
- Simulated thousands of portfolio allocations via Monte Carlo methods to construct the Efficient Frontier and identify portfolios that maximize Sharpe Ratio through mean-variance optimization

SPECIALIZED SKILLS

- **Programming:** Python(Pandas, NumPy, Matplotlib, Scikit-learn, Scipy, polars, Plotnine), SQL (PostgreSQL, MySQL, Snowflake), R(ggplot2), Keras
- **BI tools:** Alteryx, PowerBI, Tableau, Google Analytics, Excel
- **Big Data:** Spark, PySpark, Hadoop
- **Analytical Skills:** Data visualization, Exploratory Data Analysis (EDA), Hypothesis Testing, Statistical Modeling, A/B Testing, Sentiment Analysis, Regression Analysis, Customer Analytics, Predictive Analytics, CNN, RNN, Machine Learning (Supervised)