YI-CHEN ZHANG

DATA SCIENCE | BUSINESS ANALYST

I have four years of working experience in Data Analytics. My professional experience includes collecting needs from companies, translating needs into requirements, and providing solutions. Also, I have rich experience in presenting with stakeholders like clients and directors. Lastly, I'm good at setting up guidelines and KPIs to speed up business processes to help businesses grow.

CONTACT

📞 (+31) 647 293 277

✉ st950314tw@gmail.com

📍 Eindhoven, The Netherlands

🌐 Website

🔗 Github

EDUCATION

2023 - 2024
Tilburg University
- Master of Data Science
- **GPA: 8.15 / 10.0**

2016 - 2020
National Chengchi University
- Bachelor of Business Administration
- **GPA: 3.96 / 4.3**

SKILLS & OTHERS

- **Skills : Python, SQL, R, Tableau, Power BI, HTML, CSS, JavaScript, PHP, Google Apps Script, Azure, ETL**
- **Interests: Learn languages, Board game, Swim, Travel, Make videos**

LANGUAGES

- English (Fluent)
- Chinese (Fluent)
- French (Intermediate, B1)

WORK EXPERIENCE

vidaXL | Utrecht | The Netherlands 2024.12 - NOW
Data Analyst
- Analyzed financial data to identify issues in order creation processes, implementing solutions that reduced costs by 11%.
- Collaborated with logistics, sales, and finance teams to understand business requirements, design business logic, and develop problem-solving reports using BigQuery and Looker.
- Conducted simulation analyses on warehouse operations under varying conditions (e.g., working hours, operational days) to assess potential impacts and provide actionable recommendations for decision-making with Python.

Advantech Europe | Eindhoven | The Netherlands 2024.02 - 2024.08
Artificial Intelligence Intern
- Collected business needs and analyzed customers' behavior, gave insight, and presented to stakeholders for business decisions.
- Developed customer lifetime value models by using probabilistic, machine, and deep learning models to predict how many purchases and the amount of customer spending with Azure.

Dcard | Taipei | Taiwan 2021.08 - 2023.08
Senior Campaign Analyst
- Led a team of 6 for a project, built a monitoring dashboard, set up guidelines and KPIs, and translated results, improving CTR by 50%.
- Built a dashboard for demographic, advanced CTR, and creative analysis with SQL, helping Sales gain 10% of orders.

Efficient International Technology | Taipei | Taiwan 2020.08 - 2021.07
Marketing Analyst
- Evaluated SEO performance and reported it to my stakeholders with SEMrush, Google Analytics, and Search Console.
- Analyzed market trends, and competitors for a pricing strategy and reported them to my supervisor for business strategy.

PROJECTS

Predict the types of cancer with images (Python, Deep Learning)
- Performed classification prediction with 95% accuracy by using deep learning models and transfer learning.

Predict year with text data of thesis (Python, Machine Learning)
- Carried out vectorizer, missing data imputation, feature engineering, and tuning, leading to MAE 2.4 (3rd prize).

Campaign Monitor Dashboard (SQL)
- Created a monitor dashboard and set up KPIs, saving my team 2hrs per day and raising revenue from the AD network by 12%.

Daily Traffic Report Automation (Google Apps Script)
- Wrote a Script to automate a daily traffic report, reducing 8hrs routine work per week.