



# YI-CHEN ZHANG

## DATA SCIENCE | BUSINESS ANALYST

I have three 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, directors, and team leaders. Lastly, I'm good at setting up guidelines to speed up business processes.

## WORK EXPERIENCE

### Advantech Europe | Eindhoven | The Netherlands 2024.02 - PRESENT

#### Artificial Intelligence Intern

- Collected business needs and analyzed customers' behavior, gave insight, and presented to stakeholders for the next actions.
- Developed customer lifetime value models by using probabilistic, machine, and deep learning models to predict how many purchases and the amount of customer spending in a given time.
- Performed EDA to analyze customer spending over time and reported it to my stakeholders with Power BI.

### Dcard | Taipei | Taiwan 2021.08 - 2023.08

#### Senior Ads Optimizer

- Led a team of 6 for a project, built a monitoring dashboard, set up guidelines, and translated results, improving the CTR by 50%.
- Worked with Data Analysts to research the best approach to write ad copy, which improved the conversion rate by over 33%.
- Boosted AD CTRs by over 200% for global clients (e.g., Google, Toyota, L'Oréal, SHISEIDO) with A/B testing and personalized ads.
- Successfully coordinated with engineers and PMs for a third-party ad integration project, achieving a 13% revenue gain.

### Efficient International Technology | Taipei | Taiwan 2020.08 - 2021.07

#### Digital Marketing Specialist

- Evaluated SEO performance and reported it to my stakeholders with SEMrush, Google Analytics, and Search Console.
- Translated the business needs and developed an SEO strategy, increasing the click and exposure rates by 80% and 85%.
- Tracked customer's journey with GTM and optimized the conversion rate by 20% by adopting A/B tests.

## PROJECTS

### Predict the types of cancer with images (Python, Deep Learning) @ TiU

- Performed classification prediction with 95% accuracy by using deep learning models and transfer learning.

### Predict year with text data of thesis (Python, Machine Learning) @ TiU

- Carried out vectorizer, missing data imputation, feature engineering, and tuning, leading to MAE 2.4 (3rd prize).

### Trend of Spotify Songs (Power BI) @ Data Science Day

- Used gauge, bar, slicer, card, and stacked area charts to see the trend of Spotify songs from 1930 to 2023.

### Campaign Monitor Dashboard (SQL) @ Dcard

- Created a monitor dashboard, saving my team 2hrs per day and raising revenue from the AD network by 12%.

### Daily Traffic Report Automation (Google Apps Script) @ Dcard

- Wrote a Script to automate a daily traffic report, reducing 8hrs routine work per week.

## CONTACT

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📍 Tilburg, The Netherlands

🌐 [Website](#)

🐙 [Github](#)

## EDUCATION

2023 - 2024

### TILBURG UNIVERSITY

- Master of Data Science and Society
- 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)
- Dutch (Basic)