

# Chun-Peng Lin (Jimmy)

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## BUSINESS DATA ANALYST

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Strategic and collaborative business data analyst and MS Business Analytics candidate at UCLA Anderson School of Management. Over two years consulting experience at EY engaged in multiple Data Integration/ Data Warehousing projects for leading commercial banks. Builds ETL processes with SQL/ Informatica that deliver faster, more secure data access to enable more powerful analytics performance.

**Languages:** SQL, R, Python, VBA

**Software:** Google Analytics, Informatica, IBM DataStage, MS Excel

**Databases:** Oracle DB, MS SQL Server, MySQL, MS Access

**Additional Skills:** Data Integration, Data Warehousing, ETL, Spreadsheet Modeling, Data Cleaning

**English/ Mandarin bilingual.** F1 Stem OPT Visa.

## EDUCATION

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**UCLA Anderson School of Management** Los Angeles, CA  
*Master of Science in Business Analytics* Expected Dec. 2019  
**Coursework:** Optimization, SQL & Data Management, Prescriptive Models, Competitive Analytics

**National Chengchi University, NCCU** Taipei, Taiwan  
*Bachelor of Science in Management Information Systems* Jun. 2015  
**Coursework:** Database Management, Data Structure, Information System Project  
**Honor/ Awards:** Commerce Student Ambassador for NCCU College of Commerce; Top 3 Graduation Project (TV Series Recommending System)

## PROFESSIONAL EXPERIENCE

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**ERNST & YOUNG (EY) ADVISORY SERVICE** Taipei, Taiwan  
*Consultant - IT Advisory* Jul. 2016 - Sep. 2018  
Delivered ERP/ Data Integration/ Data Warehousing Advisory projects to optimize business processes and performance improvement.

- Conducted Data Integration Phase of multiple core banking system implementation projects for major commercial banks in Taiwan.
- Redesigned entire ETL process using SQL/ Informatica/ IBM DataStage, and applied on Oracle DB/ Microsoft SQL Server, increasing overall data processing performance for future analytics needs.

**WEDDING PASS INC.** Taipei, Taiwan  
*Marketing Analyst Intern* Mar. 2015 - Jun. 2015  
● Performed marketing strategy planning and digital marketing performance analysis with Google Analytics, increasing social media followers by 10% in two months.

**NATIONAL CHENGCHI UNIVERSITY (NCCU)** Taipei, Taiwan  
*Teaching Assistant (Data Processing course)* Sep. 2013 - Jan. 2014  
● Taught Data Processing focusing on MS Excel/ VBA/ MS Access/ Relational Database skills; assisted Professor H.L. Chang in solving students' problems with projects, assignments and grading.

## ANALYTICS PROJECTS & COMPETITIONS

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**City of LA Datathon sponsored by Accenture** Nov. 2018  
*Semi-finalist*  
● Used R to analyze the five-year payroll data for the City of LA, and predicted the first two quarters of employee payment in 2018 based on the history panel data.  
● Discovered insights from our analytic results, and provided our recommendation on increasing efficiency in the system and reducing overtime payment.

**SUADEO, a TV series intelligent recommending platform** Dec. 2014  
*Chief Sales & Marketing Officer & Database Administrator*  
● Designed and combined three analyzing algorithms to provide viewers with TV series recommendations.  
● Established business model and product marketing solutions.  
● Pitched platform to potential investors and explored additional investment possibilities.

**L'OREAL Brainstorm Challenge** Dec. 2014  
● Designed marketing strategy for Lancôme focusing on travel retail channel.  
● Conducted market research analysis from 600+ online surveys and 120 interviews.