

Chun-Ta (Michael) Lin

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Master of Science in Business Analytics, MSBA (STEM-designated), GPA: 3.48/4.0

Los Angeles, CA

Expected December 2020

NATIONAL CHENG CHI UNIVERSITY (NCCU)

Bachelor of Science in Statistics, GPA: 3.63/4.0

Taipei, Taiwan

September 2012 to June 2016

TECHNICAL SKILLS

Databases: MySQL, Microsoft SQL Server, Snowflake, MySQL Workbench, Navicat, DB Schema

Data Visualization: Tableau, ggplot2, matplotlib, seaborn

Programming: R, Python, Julia

Machine Learning: scikit-learn, keras, TensorFlow

Optimization: Gurobi, Excel Solver

ANALYTICS PROJECTS

Dashboard Analysis Project, UCLA ANDERSON SCHOOL OF MANAGEMENT

February 2020

- Manipulated 500K order records to create business intelligence dashboard for an omnichannel management system company, prioritizing necessary metrics to give insights for customers and making recommendations for data warehousing to CTO.
- Optimized SQL queries used for dimensional modeling by mapping out table dependencies using Star Schemas, writing more efficient join conditions, and denormalizing the OLTP schema, resulting in an increase of querying speeds by 100x.
- Built interactive dashboard in Tableau which visualized fulfillment performance and shipping cost/time by region, enabling identification of opportunities to improve customer satisfaction and operational performance.

Machine Learning Project, UCLA ANDERSON SCHOOL OF MANAGEMENT

December 2019

- Performed logistic regression using scikit-learn package to tune classification on marketing datasets to improve effectiveness for future marketing campaigns.
- Optimized random forest classifier for a dataset with 50 features by using Grid Search method to optimize hyperparameters, dramatically improving accuracy by 7%.
- Built neural networks to predict the output of banking marketing dataset by oversampling the minority to resolve heavy class imbalance and make better training.
- Analyzed the effectiveness of different models for stakeholders based on AUC by comparing the pros and cons of different algorithms and the feature of dataset.

Uneven Distribution of Medical Resources in Taiwan, NATIONAL CHENG CHI UNIVERSITY (NCCU)

March 2016

- Visualized the relationship between disease and age distribution and connected with daily consumption behavior using R to gain insights, making recommendations to government to resolve uneven distribution of resources.
- Conducted statistical tests to differentiate different datasets and examine data sources to assure accuracy for future analysis.
- Applied SQL and R to carry out data processing for over 2M records in Taiwan National Health Insurance Database.

Regression Analysis of Internet Users Worldwide, NATIONAL CHENG CHI UNIVERSITY (NCCU)

October 2015

- Identified micro-economic factors and defined key metrics to built explainable model, assisting government in policy-making regarding Internet users.
- Evaluated variables for regression to eliminate over 50 variables by performing the VIF method, conducting data cleaning to the dataset and identifying potential outliers.
- Built a multivariate regression model with explanatory power (R-square over 80%) in SAS.

PROFESSIONAL EXPERIENCE

UNICORN FINTECH LIMITED

Taipei, Taiwan

Financial Data Analyst

July 2018 to December 2018

- Analyzed more than 150K transaction data every day to generate profit and loss reports with SQL, visualizing KPIs to stakeholders and presenting to CFO for daily performance evaluation.
- Identified more profitable investment products by analyzing customer trading data and providing recommendations to cross-functional teams
- Constructed customer's behavior dashboards on Tableau to develop better strategies in segmenting customers, collaborating with market risk team to enhance risk diversification strategy.

TAIPEI WOMEN'S DETENTION CENTER

Taipei, Taiwan

Substitute Military Service

September 2016 to October 2017

ADDITIONAL

- Leader of Accommodations Group, Statistics Camp, NCCU: Arranged for food and accommodation for over 100 members to create a fantastic camp experience.
- Leader of Equipment Group, Orientation Camp, NCCU: Monitored and managed operation of equipment, collaborated with over 50 staff members.
- Fitness training enthusiast