



# Chia-Ling, Lee

## Profile

Highly motivated, curious, and full of ambition. I am looking for an internship opportunity as a data analyst to develop further skills and unleash my potential in business intelligence.

My portfolio : <https://chialinglee.site/home>

## Details:

1No.24, Ln. 63, Liming Rd., Xindian Dist., New Taipei City 231, Taiwan

Taiwan / London, UK

30/09/1996

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## Languages

Mandarin Chinese -Native

Taiwanese -Native

English - Advanced (TOEFL (100))

French - Intermediate (DELF-B1)

Korean - Basic

## Skills

Python

-Machine learning

-Text mining

-NLP

-Web crawling

-Data visualization

- Dash

SQL

-MySQL

-PostgreSQL

- Hive

- Apache Hadoop

Project Management

- Jira

- Bitbucket

- Confluence

SAP

-BW4HANA

-SAP-B1

Excel

Tableau

PowerBI

Data Studio

Google Ads

GTM

## Education

### Emlyon Business School

Paris, France | Sep.2020 - Feb.2022

- Msc of Digital Marketing and Data Science

- Thesis: NLP, Machine learning of Amazon Review

### National Central University

Taoyuan City, Taiwan | Sep.2015 - Jun.2019

- BBA of Department of Business Administration

- GPA 3.55 / 4

### IDRAC Business School

Lyon, France | Sep.2017 - Jan.2018

-Exchange program through the Management Department

## Work Experience

### Intouch Games Group

Full - Time | Business Intelligence Analyst | Mar.2022–Present

Data visualization by PowerBI, Tableau, and Excel:

- Design and improve financial reports and metrics for business insight of B2B and B2B2C. (Weekly & Monthly)

- Rebuild back-office report by python Dash.

- Ad-Hoc data support for stakeholders for key KPIs.

- Project management by Jira, Confluence, Bitbucket tracking progress.

Report Optimization:

- Create automated processes by python xlswriter and openpyxl, improving time efficiency from manual to automation.

- Report connecting database on PowerBI, saving time from 20 minutes to 5 minutes by rewriting SQL query.

-Redesign SQL schema for better data management in TB-size database, improving BO report loading time from minutes to seconds.

### BenQ Corporation

Part-Time | Growth Hacker Intern | Dec.2021 – Feb.2022

- B2B Product Innovation (BenQ ClassroomCare)

- Web crawling & NLP customer review from competitors

- Google Analytics analysis on BenQ website

### Deloitte Consulting (Pacific) Limited Taiwan Branch

Part-Time | A&C Consultant Intern | Jul.2021 – Nov.2021

Data Warehouse Building for Yageo:

- SAP BW/4HANA Migration

Digital Marketing Business Case by NLP and Machine Learning:

- McDonald's New APP Comments

- 2021 Best Dessert Trends

### Market Intelligence & Consulting Institute

Part-Time | Research Assistant | Dec.2019 –Jun.2021

- Establish business models through Amazon, Facebook for industrial report

- Analyze Martech trends and anticipate the digital marketing industry

- Web crawling to collect startup news by Python for Data Visualization