

Ariel Chen

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Skills

Data Analysis: SQL, R, Tableau, Excel, Adobe Analytics, Google Analytic

Certification: AWS Cloud Practitioner

Language: Mandarin, English

Professional Experiences

Data Science and Analytics Associate, Publicis Sapient (Samsung Account) Aug 2019 - Present

- **Advanced Proficiency in SQL:** Built SQL queries on large scale (100 million+) data to analyze consumer engagement/purchase pattern, evaluate campaign result to provide insights on key customer behavior, and provide data-driven actions for new campaigns
- **Dashboard and Data Visualization:** Developed automated dashboard with **Tableau** for Director using easily understandable visualization for non-data audiences
- **Test Design:** Conducted A/B testing to understand learnings to reach engagement KPI target of the Samsung Loyalty Program campaigns
- **Data Quality Assurance:** Built SQL queries to automate the data validation process for large scale marketing automation data, trouble shoot with engineers to identify the root cause for data discrepancy and sign off campaign launch
- **Data Mining:** Applied logistic regression with R to identify the purchase pattern of Samsung Note/Galaxy S Smartphone owners that initiated a new customer segmentation strategy

Analyst, Euromonitor International May - Aug 2018

- Generated annual Taiwanese Market Non-Alcoholic Drinks industry analysis report
- Analyzed sales volume and revenue data using **Excel** and **Tableau** for over 500 brands
- Conducted trade interviews with chief of industry association leaders

Project Manager, Backer Founder Crowdfund Consulting Group Aug. 2016 - Oct. 2017

- Managed 7 crowdfund projects on Kickstarter that attained over 1 million USD total funds
- Designed market survey and outreach strategy, achieving an E-mail opt-in rate of 20%
- Boosted ads ROI by 40% with A/B testing on design and content strategies with paid social advertising channels

Analytic Projects

Oracle Marketing Analytic Project April - Jun 2019

- Analyzed over 100,000 engagement data with R to create marketing tool that drives business for cloud services.

Pearce Services Business Operation Analytic Project Jan - March 2019

- Cleaned and analyzed over 60,000 finance, operation and weather data records with R
- Provided actionable recommendation for staffing deployment and component choice to reduce operation cost

Education

M.S. Business Analytics, California Polytechnic University (GPA 3.8)

Aug 2018 - Jun 2019

B.S. Communication, National Taiwan University (GPA 3.5)

Sep 2016 - Jun 2016