

Annie Chen (Yi-An)

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Actively seeking a Data Scientist/ Data Analyst role.

Education

University of California, Los Angeles (UCLA)	Los Angeles, CA
Master of Engineering, Data Science GPA: 3.83/4.0	09/2022 – 12/2023
• Big Data Analytics, Machine Learning Algorithms, Neural Networks and Deep Learning, Natural Language Processing	
National Tsing Hua University	Hsinchu, Taiwan
Master of Science, Industrial Engineering & Engineering Management GPA: 3.96/4.0	09/2016 – 09/2018
• Statistics, Linear Programming, Experimental Design, A/B Testing, Survey Design and Analysis	
National Tsing Hua University	Hsinchu, Taiwan
Double Major: Industrial Engineering & Engineering Management, Quantitative Finance	09/2012 – 06/2016

Professional Skills

Data Tools: Python, SQL, Power BI, Tableau, Excel, Minitab, SPSS

Data Analytics/ Data Science: Data Cleaning and Pre-processing, Exploratory Data Analysis (EDA), **Data Visualization**, **Supervised Learning**, Deep Learning, **Predictive Modeling**, Model Evaluation and Validation, Sales Analysis

Statistical Analysis: Regression Modeling, Hypothesis Testing, A/B Testing, Experimental Design

Certifications: Microsoft Certified Data Analyst Associate, Microsoft Certified Information Protection

Soft Skills: Problem-solving, Cross-functional Collaboration, Attention to Detail, Customer Communications

Work Experience

Sales Data Analyst	06/2023 – Present
<i>GOOSH INC. City of Industry, CA. Retail/ Ecommerce</i>	
<ul style="list-style-type: none">• Analyzed and reported on sales and product performance, leading to a 20% sales increase for key products—demonstrating expertise in consumer products and retail analytics.• Developed and maintained Power BI dashboards for sales analysis, providing vital reports for decision-making.• Conducted customer analysis and developed customer segmentation strategies using Salesforce CRM, leading to tailored marketing campaigns that increased customer retention by 20%.• Conducted A/B testing to optimize sales strategies, resulting in a 15% uplift in peak season sales.	
Data Scientist	08/2019 – 05/2022
<i>Nan Ya Plastics Corporation Taipei, Taiwan</i>	
<ul style="list-style-type: none">• Implemented advanced analytics and machine learning models into the production strategy, employing stepwise regression and feature engineering for production process optimization.• Led data-driven projects, applying predictive modeling with Python to minimizing resource wastage, such as decreasing COD levels in wastewater from 8400 ppm to 4400 ppm.• Spearheaded a company-wide digital transformation by developing interactive Power BI dashboards for dynamic sales and inventory analysis, facilitating real-time decision-making and reporting efficiency by 30%.• Streamlined and automated business processes, increasing order automation by 80% and decreasing order processing time by 40%, demonstrating the use of software engineering in operations intelligence.	

Selected Projects

Anticipating Tomorrow: Predicting Radiologist Case Volumes	08/2023
<i>Cooperation with Massachusetts General Hospital</i>	
Partnered with Massachusetts General Hospital to craft a LightGBM and ensemble model-based forecasting system, achieving <10% SMAPE for 1-7-day forecasts and enhancing healthcare resource allocation.	
Virtual Try-On User Experience Analysis	08/2018

Analyzed user interactions with VR/AR try-on systems through visual attention, usability tests, and survey, identifying factors impacting user satisfaction. Derived actionable insights to increase user satisfaction and engagement.