CHIEN-HAN(JENNY) CHIU

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PROFESSIONAL SUMMARY

I am a business analytics professional with a strong foundation in computer science and a passion for transforming complex data into actionable insights. Naturally curious, analytical, and driven, I thrive in fast-paced environments where data informs strategic decision-making. My experience spans data visualization, marketing strategy, business intelligence, and agile project delivery, supported by hands-on skills in Python, SQL, Tableau, and Power BI. I'm seeking opportunities to help organizations unlock the value of their data and drive innovation through data-driven solutions.

WORK EXPERIENCE

Develop LLC   Jan 2025 - May 2025
Data Analyst Intern   Wisconsin, United States
- Collaborated with stakeholders to gather business requirements and define key performance metrics for lead scoring and customer segmentation based on a dataset of 2,400+ HubSpot CRM records.
- Cleaned and engineered HubSpot datasets; transitioned data scraping from Python to AI tools, and wrote complex SQL queries to analyze structured data, leading to the identification of 1,000+ qualified leads.
- Delivered business intelligence dashboards and strategic insights to support competitor benchmarking and B2B market planning across the industrial automation sector.

Pershing Technology Services Corporation.   July 2021 - June 2023
Marketing Analyst   Taipei, Taiwan
- Cleaned and standardized 10,000+ HubSpot CRM entries, enhancing segmentation accuracy and enabling more targeted marketing campaigns in a B2B environment.
- Conducted market research and A/B testing to optimize messaging strategies, resulting in a 20% increase in lead conversion rates.
- Planned and executed 10+ marketing events and branding campaigns at Allied Telesis HQ, contributing to a 10–15% uplift in sales performance.
- Developed content strategies and Power BI dashboards to track ROI, increase web traffic by 25%, enhance brand visibility by 30%, and grow social media followers by 50%.

Shanghai Far Eastern IT Co., Ltd.   July 2021 - Aug 2021
Software Engineering Intern   Taipei, Taiwan
- Automated invoice recognition using Python and applied JavaScript/Node.js for data extraction and classification.
- Integrated automated processes into financial operations, improving processing efficiency by 75%.
- Contributed to internal tools for data migration and system integration aligned with business needs.

SELECTED PROJECTS

Red Wine Prediction and Recommendation System   Jan 2025 - Apr 2025
- Developed a machine learning pipeline using Random Forest, XGBoost, and KNN to predict wine quality and recommend wines based on customer preferences and chemical properties.
- Built a recommendation system based on predictive analytics and feature-engineered EDA to optimize model accuracy.

Senior Project – Podcast Recommendation System (1st Place Award)   June 2021 - Jan 2022
- Built a full-stack podcast recommendation system by integrating the Spotify API, with backend logic in Python and frontend interface using Bootstrap and Vue.js.
- Developed a responsive and personalized solution, recognized by the department for innovation and user-centric design.

EDUCATION

University of Wisconsin-Madison   July 2024 - May 2025
Master of Science in Business Analytics   Madison, WI
- Relevant Coursework: Data Visualization, Machine Learning, Advanced SQL & Data Warehouse, Text Analytics, Cloud Technology, RPA, Prescriptive Modeling, Project Management

National Chengchi University   Sep 2018 - June 2022
Bachelor of Computer Science and double major in Digital Content and Technology   Taipei, Taiwan
- Relevant Coursework: Data Structures, Algorithms, Web Programming, Data Analysis & Programming, Business Management

TECHNICAL SKILLS

Programming: Python(Pandas, Scikit-learn, PyTorch, Numpy, matplotlib), R, SQL, HTML/CSS, JavaScript, C/C++, Excel VBA
Data Tools: Tableau, Power BI, Celonis, UiPath, DataRobot, Lucidchart, HubSpot, WordPress, AWS, Snowflake, Databricks
Data Science Methods: Machine Learning, NLP, ETL Pipelines, Data Cleaning & Preprocessing, Predictive Modeling, Text Analytics, Database Management, Data Visualization, KPI Dashboards