

Te-Hsuan (Andy) Chen

Data Fanatic · Product Enthusiast · University of Michigan

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Education

University of Michigan - Ann Arbor

Ann Arbor, MI

Master of Science in Information (Specialization in Data Science)

Aug. 2021 - Apr. 2023 (Expected)

- Coursework: Information Retrieval (spaCy), Data Science and Machine Learning Design Lab (S3/Lambda/EC2), Data Manipulation and Analysis (MapReduce/PySpark), Information Visualization (Tableau/Altair), Databases (MySQL), Web Development (React)

National Taiwan University (NTU)

Taipei, Taiwan

Bachelor of Business Administration in International Business

Sep. 2016 - Jun. 2020

- Coursework: Business Analytics (R/regression), Marketing Analytics (data mining), Deep Learning (Keras), Advanced Statistics, Marketing Research, Entrepreneurship, Presentation and Communication
- Academic Projects: Twitter sentiment analysis dashboard (NLTK/Word2Vec/LSTM/Keras/SQL/Dash) [🔗](#), TAIEX forecast with NLP (TF-IDF/random forest/scikit-learn), CLV models for customer retention (RFM/Pareto-NBD/logistic regression)

Work Experience

Mozilla Corporation

Taipei, Taiwan

Business Intelligence Intern

Jul. 2020 - Aug. 2020

- Built a web application with Python and implemented TF-IDF to identify open-source trends on GitHub within the first 2 weeks on board. Adopted by product innovation teams to facilitate product ideation and feasibility studies [🔗](#)
- Modeled the total addressable market for new products by synthesizing data from open sources, SaaS analytics tools, and Mozilla's telemetry system. Advanced 3 product ideas to the user testing stage
- Developed engagement metrics and constructed dashboards with BigQuery and Redash to evaluate Firefox Lite's feature rollouts

NTU Business Intelligence Lab

Taipei, Taiwan

Product Management & Web Development Intern

Jul. 2020 - Aug. 2020

An IT consulting agency specializing in digital transformation and big data analytics, led by NTU Professor Wun-Hwa Chen

- Programmed frontend components and integrated backend APIs after self-learning HTML, CSS, and JavaScript
- Adopted rapid prototyping, continuous integration, and iterative process to accelerate software development. Developed 2 minimum viable products from scratch within 2 months
- Aligned product specifications with textile manufacturers and secured a contract from a public textile company

Big Data Co., Ltd.

Taipei, Taiwan

Data Analyst Intern

May 2019 - Nov. 2019

One of the top social media analytics agencies in Taiwan and Hong Kong, specializing in sentiment analysis and social listening

- Restructured and automated the data collection and compilation procedures of an annual project using Python and VBA, shortening the total project duration by over 50%
- Identified market trends using sentiment and content analysis and published 6 public reports covering 15+ industries, including retail, financial services, telecommunications, and travel
- Delivered weekly reports and developed metrics to analyze clients' social sentiment and campaign performances

Projects

Better Social Media [🔗](#)

Nov. 2021 - Dec. 2021

- Constructed a Chrome extension (MV3) to fetch predictions from model APIs and filter Twitter feed based on user preferences
- Trained 4 sentiment classifiers using TF-IDF and XgBoost and packaged them into RESTful APIs using Flask and Heroku

Java: Discovering Its Power (UC Berkeley Extension) [🔗](#)

Nov. 2020 - Jan. 2021

- Designed a JavaFX application to interact with Yelp Fusion API and retrieve restaurant recommendations based on user's mood

NTU Data Analytics Club (Project Leader)

Oct. 2019 - Jun. 2020

- Led 2 project teams and moderated discussions to devise omni-channel strategies for e-commerce and MOOC clients
- Performed ANOVA tests and wrangled 1.5M+ customer records with R to analyze customer behaviors and formulate strategies

SAS Data Analysis Competition (Semifinalist)

Sep. 2019 - Nov. 2019

- Sketched out client profiles and pinpointed high-value cohorts for an insurance company by leveraging RFM, SAS, and Tableau

Skills

Analytics

Python · R · SQL (MySQL/BigQuery) · Spark · Tableau · Excel (VBA) · Google Analytics

Development

JavaScript · Java · HTML · CSS · Git (GitHub/GitLab) · Bash · React · MongoDB · Heroku · AWS (S3/Lambda)

Languages

English · Mandarin (native) · Spanish (novice)

Additional Information

- Courses & Certificates: Coursera (6 courses, Python/TensorFlow/NetworkX/multivariate calculus/data structures), DataCamp (40+ courses, SQL/Shiny/scikit-learn/PySpark/Apache Airflow/Bash/MongoDB), Udemy (4 courses, tidyverse/JavaScript/web scraping/Spark/Selenium/React/Scala), Google (Google Analytics)
- Volunteering: Volunteer at the Taipei Autism Children Social Welfare Foundation