NIEN CHIEH (JESSICA) HSIEH

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PROFESSIONAL SUMMARY

As a data scientist/ analyst with a strong passion for machine learning and analytics, I hold an MSc in Big Data and Business Analytics, specializing in Advanced AI. Proficient in SQL, Python, and Tableau, I leverage to uncover actionable insights from complex datasets. With a solid background in sales and international account management, I excel at translating technical data into strategic business solutions. I am adept at employing data-driven strategies to deliver insights drive impactful business decisions and enhance organizational performance.

EDUCATION

IE SCHOOL OF SCIENCE AND TECHNOLOGY   **Madrid, Spain**
Master of Science, Business Analytics and Big Data Specialized in Advanced AI   Sep. 2023 - Jul. 2024
Ranked 7th worldwide in the QS rankings (2023)

PROFESSIONAL EXPERIENCE

UPRYSE (Tech Start-Up)   **Remote**
Data Scientist Intern   Apr. 2024 – Present
- Employed logistic regression or tree-based models to identify high-value users and detect similar profiles, resulting in a 15% increase in user value through targeted acquisition and personalized strategies
- Analyzed large datasets to extract actionable insights and identify key trends, leading to a 25% improvement in decision-making efficiency

Forma (Tech Start-Up)   **Remote**
Client Experience Specialist   Sep. 2022 – Jul. 2023
- Engaging with clients from top-tier tech sectors, analyzed feedback, and spearheaded strategic service enhancements, achieving consistent client satisfaction rates of over 95%
- Leveraged problem-solving skills to streamline processes for leading technology companies, achieving rapid and effective query resolution

W Taipei, W Hotels Marriott (Tourism)   **Taipei, Taiwan**
Sales Manager   Jan. 2021 – Feb. 2022
- Specialized in event sales. Managed 30+ corporate accounts and achieved ~1.5 million USD in sales during COVID-19 pandemic, maintained and established relationships with leading global financial institutions and luxury retail brands

MAJOR PROJECTS

Deloitte Corporate Project | *Python, Scikit-Learn, Linear Regression, K-Means, Plotly*   Jul. 2024
- Implemented a linear regression model optimized with Lasso regression to predict sales, ensuring data-driven decision-making for customer acquisition and sales strategies, while balancing market risks and revenue impact (43.22%)
- Recommended strategy for market expansion, aiming for sustainable and steady growth, projecting a sales increase of 132.8 million EUR

Ryanair Sustainability Datathon | *Python, Scikit-Learn, Catboost, Optuna, Plotly, Matplotlib*   Mar. 2024
- Developed and deployed an XGBoost model, reducing food waste by 20% and increasing revenue by 10% through enhanced efficiency and sustainability goal

LANGUAGES

English (Native); **Mandarin Chinese** (Native)

IT SKILLS

Programming Languages: Python | SQL
Libraries: Pandas | NumPy | Scikit-Learn | Seaborn | Plotly | Matplotlib
Technologies: Excel | Power BI | Tableau | Looker Studio

OTHER RELEVANT INFORMATION

National Taiwan University - Power BI and Business Analytics   Nov. 2022
AWS Academy Cloud Foundations & AWS Data Engineer   Dec 2024 (Expected)