

Shih Hsiang Dai (Dennis Dai)

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EDUCATION

National Chengchi University (NCCU)

Taipei, Taiwan

Bachelor of Management Information Systems (Minor in Big data analysis program)

Sep. 2017 – present

- **Relevant Courses:** Linear Algebra, Text Mining and Big Data Analytics Using SAS, Big Data in Social Science, Statistics, Natural Language Processing, Management Information Systems (GPA : 4.05/4.3)

INTERNSHIP EXPERIENCE

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Taipei, Taiwan

Data Analytics Consultant intern

Apr. 2021 – Now

- **Data Consulting:** Assisted in the design of NPS digital system, data-driven CX strategies. Conducted analysis of survey data (300+) and in-depth interviews (20+) to increase NPS and economic benefit of EC customers

Boston Consulting Group (BCG)

Taipei, Taiwan

Part Time Assistant

Apr. 2020 – Mar. 2021

- **Strategic Analysis:** Worked closely with consultants on 7 projects, covering 8 industries (Automotive, TMT, Real Estate, Insurance, Semiconductor, Retail, Finance, Industrial Goods) , 7 functions (Advanced Analytics, Due Diligence, Transformation, Go-To-Market, Supply Chain, New Business, Growth) , and 5+ countries

Shopee, SEA Group

Taipei, Taiwan

Business Data Scientist Intern

Feb. 2020 – Apr. 2020

- **Data Modeling:** Consulted with the commercial and marketing department to transfer the business problem to a data science problem. Developed machine learning and statistical model to solve business-related issues. Projects include voucher sensitivity, customer lifetime value estimation, increasing conversion rate by 5%

Commercial Data Analyst Intern

Jul. 2019 – Jan. 2020

- **Business Analysis:** Used data mining to extract business insight from commercial data for future campaign design and product assortment strategies, designed automated scripts to save the team 50% of analysis time

Data Insight Lab, Academia Sinica

Taipei, Taiwan

Laboratory Assistant Intern

Jul. 2018 – Aug. 2018

- **Financial Quantitative Model:** Assisted researcher in data cleansing to complete the machine learning and deep learning stock forecasting model, improving model performance by 12% AUC

EXTRACURRICULAR EXPERIENCE

- **NCCU Consulting Group:** Conducted a virtual business project aiming at launching the new product problem of CNS, helping identify key issues and problems and provide plausible solutions, got the first place in the club
- **NCCU Entrepreneur Association:** Led the marketing team to build marketing strategies, rebuilt 2 marketing channels, expanded 2 enterprise business partners and created 700+ fans growth
- **Leadership Experience:** Co-founded NCCU Data Analytics Club, assisted the recruitment through people analytics and led the academic team to design course and corporate data analysis project
- **NTU CTPS:** Served as a teaching assistant for Critical Thinking and Problem Solving course, managed group meetings and project management, assisted in quantifying the impact of business case decision-making

ADDITIONAL INFORMATION

Language: Native in Mandarin and Taiwanese, fluent in English (TOEIC 910)

Software: Python, R, SQL, SAS, Java, JavaScript, HTML, Tableau, Power BI, MS Office Word/ PowerPoint/ Excel