Hsiang-Ning Chen

Chicago, Illinois, 60601

hnchen@uchicago.edu | +886-975216615 | www.linkedin.com/in/hncchen

Education

The University of Chicago, Division of the Physical Science   Chicago, Illinois
Master of Science in Applied Data Science   Expected Dec 2025

National Sun Yat-sen University, College of Social Sciences   Kaohsiung, Taiwan
Bachelor of Arts in Political Economy   Jan 2022

Professional Experience

Atlas English Language Institute of Testing and Education   Remote
Data Analytics Consultant   Apr 2024 - Present

- Led and initiated the design of student analytical reports for TOEFL online tutoring lessons
- Delivered training sessions for TAs to utilize the analytical report when mentoring students
- Created and maintained documentation for data processes and workflow

IDP Education (6.25B AUD@ IEL.AX, Formerly Intake Education)   Taipei, Taiwan
Junior Business Analyst   June 2022 – Dec 2023

- Contributed to raising awareness of data literacy among management and providing cross functional support in analytical tools to individuals from four continents
- Drafted documentations for dashboard data ETL and daily/weekly updates
- Achieved a 16% increase in data accuracy and saved 28% of stakeholders' time in monitoring weekly performance by building a PowerBI dashboard and collaborating with IT to reform data ETL processes
- Discovered trends in post-event leads conversations timeline and marketing channel funnel conversion rates through leadership in comprehensive annual insight reports on event performance
- Projected potential annual revenue growth of 1.1% by analyzing key destinations' students' market trends, yoy growth rates, and regulation friendliness to identify the top five markets for expansion
- Reduced Facebook cost per registration by 48% and Google by 24% though PowerBI visualization to assist the marketing team in retargeting efforts and optimizing campaign timing
- Revealed 0.6% of annual revenue in commissionable earnings previously unrecorded by cross-referencing survey data and internal finance records in 3 hours
- Boosted the internal click rate by 20% with improvement on the visualization of monthly financial statements on Oracle EPM

Research Projects

- Time Series Analysis on Travel Visit: Developed an ARIMA time series model using tourism data to identify correlations between travel trends, visa policies, and political dynamics, providing strategic business recommendations.
- Taiwanese College Students' Attitude Toward English-Taught Class: Designed and administered 100+ surveys, building a regression model in Stata to analyze factors influencing students' willingness to enroll in English-taught courses.

Skills

- Programming/BI/Enterprise Tools: Python(Pandas/NumPy/Matplotlib), SQL, PowerBI(DAX/Power Query), Oracle Analytics/EPM, Google Analytics, Meta Business Suite, Survey Money
- Statistical Tools/MS Office: Stata, SPSS, Excel(Pivot/Lookups, Index Match), PowerPoint, Word, SharePoint, Project