Chi-Ying(Rebekah) Chuang

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EDUCATION

University of Illinois at Urbana Champaign(UIUC) Aug 2022 – May 2024(expected) | Champaign, IL

Master of Science in Information Management(GPA: 4.00/4.00)

- *Relevant Coursework: Data Mining, Programming and Quality in Analytics, Data Warehousing and Business Intelligence, Data and Statistical Modeling, Information Modeling, Intro to Data Science, Web Development*

Chung Yuan Christian University Sep 2018 – Jun 2022 | Taoyuan, Taiwan

Bachelor of Arts in Applied Linguistics and Language Studies(GPA: 3.93/4.00)

WORKING EXPERIENCE

University of Illinois at Urbana-Champaign Starts Jan 2024 | Champaign, IL

Research Assistant | Prof: JooYoung Seo

- Project: Develop a web application to generate accessible visualizations for people with visual impairments

Chung Yuan Christian University Mar 2020 – Jun 2022 | Taoyuan, Taiwan

Marketing/Teaching Assistant | Office of Continuing Education

- Implemented discount and promotion strategies resulting in a **2%** increase in customer base
- Organized and executed 10+ marketing events and reduced an average of **5%** of the expense for each event
- Categorized previous reports into pivot tables by using **Microsoft Excel**

PROJECTS

World University Ranking Analysis - UIUC [Link] Aug 2023 - Oct 2023

- Analyzed a dataset of 1,799 universities from 104 countries in **R**, extracting insights from 13 performance indicators, and transformed one-hot encoded categorical columns to enhance data clarity
- Conducted correlation analysis and multiple linear regression to determine feature weights in relation to universities' overall scores, thereby aiding in decision-making
- Utilized **fmsb**, **ggplot2**, and **plotly** to create impactful data visualizations, including scatter, bar, and radar plots

Data-driven Analysis for Receipt Scanning Application - UIUC [Link] Jul 2023 - Aug 2023

- Conducted comprehensive analysis of scanned receipts to gain insights into customer behavior
- Utilized **Python (NumPy, Pandas)** to process raw data and developed an Entity-Relationship**(ER)** Diagram to structure the data effectively
- Leveraged **SQL** queries to extract meaningful information, including identifying potential partners and proposing strategies to enhance sales for less popular products
- Created visually engaging **Tableau** dashboards to effectively communicate analysis findings to non-technical business stakeholders

Sales Analysis Data Visualization Project - UIUC Jan 2023 – Feb 2023

- Spearheaded a comprehensive sales analysis visualization, utilizing **PowerBI** to meticulously transform intricate datasets
- Devised and executed the creation of five sophisticated dashboards, each featuring data-driven visualizations, including interactive maps, precise line plots, and comprehensive bar charts
- Visualized sales performance across diverse dimensions, encompassing geographic distribution, product categories, customer segments, and shipping modes

Climate Change Data Visualization Project - UIUC [Link] Sep 2022 – Jan 2023

- Led a team of 5 members to extract, clean, and analyze climate change data spanning from 1985, utilizing **Python**
- Constructed interactive maps using **GeoJson**, **Matplotlib**, and **Plotly** to identify and analyze patterns in the time-series climate change data

SKILLS

Programming Languages: *Python(Numpy, Pandas), SQL, R(tidyverse, dplyr, ggplot2, plotly, fmsb)*
BI Tools: *Power BI, Tableau, Excel, Python(Matplotlib, Seaborn, Plotly, GeoJson)*