Ting-Yu Nien
Data Analyst

Personal Information

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Language and Technical Skills

- **Data Analysis & Reporting:** SQL, Python, Tableau, Power BI, Stata
- **UI/UX & Visualization:** Tableau, Power BI, Figma, Adobe XD, Power Apps, JavaScript (Vue)
- **Database Management:** SQL, Snowflake, Databricks
- **Additional Technical Skills:** Git, Machine Learning, Microsoft Power Platform (Power Apps, Power Automate)
- **Language:** Chinese (Mandarin, Native), English

Work Experience

Kraft Heinz | Data Analyst
R&D Center, The Netherlands, Jul 2024 – Mar 2025(9 months)

- **Data Wrangling, Preparation & Visualization:** Developed automated data pipelines using Power Automate, Python, and Tableau Prep to clean, transform, and standardize unstructured Excel datasets for dashboard integration. Collaborated with stakeholders to build interactive Tableau and Power BI dashboards for project tracking, investment recommendations, and other business needs—translating stakeholder requirements into data-driven insights that informed strategic decisions.

- **Customer Feedback Analysis:** Developed an interactive dashboard to analyze customer feedback and cuisine-ingredient pairings with product offerings. Performed deep-dive analysis of regional flavor preferences to optimize products and refine food pairing strategies across diverse global markets.

- **Trends & Social Media Analysis:** Analyzed social media data from Gen Z consumers to identify emerging trends in ingredients, flavors, and cuisines across the UK and USA. Forecasted upcoming trends in Eastern markets, providing insights for product ideation workshops and aligning development strategies with evolving consumer preferences.

- **Digital Transformation & Process Optimization:** Spearheaded a digital transformation initiative to improve workflow efficiency, data consistency, and scalability. Evaluated tools such as recipe management platform, identifying gaps in data governance and workflow automation, and proposed streamlined, scalable solutions to improve operational performance.

- **End-to-End UI/UX & Application Development:** Designed and developed a Power Apps-based recipe management platform to support global knowledge sharing among R&D teams. Led the full development lifecycle, including database design, SQL-based data retrieval from Snowflake, Dataverse integration, and UI/UX and app development. Conducted user acceptance testing (UAT) and deployed the platform to production, delivering an intuitive, user-friendly experience that enhances asset management and knowledge-sharing efficiency.

Kraft Heinz | Data Analyst Intern
Oct 2023 - Apr 2024 (6 months)

- **R&D Dashboard Development:** Designed and implemented dynamic Tableau dashboards to support R&D decision-making, such as product development or data quality tracking dashboards, driving data-driven insights and fostering collaboration across cross-functional teams. Additionally, developed a culinary trends dashboard using 67,000 social media records to guide strategy for the culinary consumer experience team.

- **Tableau Governance & Data Optimization:** Streamlined data pipelines with Tableau Server, Snowflake, and Tableau Prep, ensuring robust Tableau governance, efficient data management, and optimized workflows.

Education

Master of Science in Human-Technology Interaction *Sep 2021 - Mar 2024*
Eindhoven University of Technology (TU/e), Eindhoven, The Netherlands

Relevant courses: Advanced Data Analysis, Machine Learning

Bachelor of Science in Information Management *Sep 2017 - June 2021*
National University of Kaohsiung (NUK), Kaohsiung, Taiwan

Relevant courses: Statistics, Python, SQL, Web development, JavaScript

Master of Science in Human-Technology Interaction *Sep 2021 - Mar 2024*
Eindhoven University of Technology (TU/e), Eindhoven, The Netherlands

Bachelor of Science in Information Management *Sep 2017 - June 2021*