

Lynette Chung

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EDUCATION

University of Washington – Michael G. Foster School of Business

M.S. in Business Analytics

Seattle, WA

Jun. 2025 – Jun. 2026

National Taiwan University

B.S. in Communication

Taipei, Taiwan

Sep. 2017 – Jan. 2022

WORK EXPERIENCE

Perfect Mobile Corporation

Taipei, Taiwan

AI-powered photo editing app company; flagship app YouCam Makeup surpassed 1 billion downloads worldwide.

Data Analyst - Monetization

Jun. 2024 – Mar. 2025

- **Data-Driven Product Prioritization:** Applied CLV modeling and competitor benchmarking to identify API as a high-value growth opportunity, informing product prioritization that expanded subscription segments and increased retention by 10%.
- **Behavioral Analytics & Performance Metrics:** Identified a 48-hour post-purchase window before engagement decay and implemented targeted discount triggers, capitalizing on peak intent to drive upsells and lift the conversion rate by 40%.

1500 Sound Academy Taipei

Taipei, Taiwan

First overseas branch of LA-based music education startup founded by Grammy Award-winning producers.

Product Analyst - Strategy & Business Operations (1st Employee)

Feb. 2022 – Apr. 2024

- **Market Research & RevOps:** Uncovered a generational shift in musician career goals through focus group, packaging 14 courses into 3 career-track bundles to improve onboarding, reduce purchase hesitation, and double monthly revenue.
- **GTM Strategy & Growth:** Launched a merit-based scholarship program targeting the root cause of low purchase urgency, using the application as an intent-driven funnel that converted applicants into paying students at 4x digital ad rates.
- **UX-Driven Engagement Optimization:** Rebalanced lecture-to-practice ratio and redesigned assignments through cohort engagement metrics and survey analysis, improving satisfaction (3.4 → 4.7/5) and recommendation rate (45% → 70%).
- **Cross-Functional Reporting:** Consolidated marketing, sales, operations, and product data into a single source of truth for 15 colleagues, enabling weekly dashboards, cleaner CRM definitions, and 50% faster workflows.

DATA PROJECTS

[Indie Artist Performance Dashboard](#) | [Cross-Platform Analytics Pipeline](#)

Apr. 2026 - Present

- **Experimentation Dashboard:** Built a cross-platform analytics dashboard with A/B testing logic to compare campaign variants, measure engagement-to-streaming lift, saving 30% of yearly marketing costs.
- **Analytics Engineering Pipeline:** Leveraged AI-assisted development to architect an automated Python and MySQL pipeline extracting Spotify, Apple Music, and Instagram API data into a unified Looker dashboard for performance monitoring.

[Salesforce Tableau Capstone Project](#) | [Accelerating Product Innovation with Predictive Analytics](#)

Mar. - Jun. 2026

- **Product Ideation Signal Modeling:** Cut idea evaluation wait time by 90% at 93% accuracy by designing a predictive Rising Score model using scikit-learn on user forum data to surface high-potential ideas earlier.
- **AI-powered Insights:** Identified 3 strategic product focus areas by applying rubric-based local LLM extraction on unstructured feedback data without compromising data confidentiality.

[Top 3 Finalist at MIT Sloan Case Competition](#) | [Charlotte FC Membership Analytics](#)

Feb. – Mar. 2026

- **Data Storytelling & Enablement:** Translated clustering-based segmentation and churn analysis into actionable retention recommendations, presenting to sports industry executives and placing top 3 among 50+ global graduate teams.
- **Funnel ROI Optimization:** Built a logistic regression model that scored a large prospect pool by conversion likelihood, narrowing outreach to roughly 10% of the original list and flipping projected campaign ROI positive.
- **Churn & Retention Strategy:** Identified unused ticket ratio as the #1 churn predictor, proposing a ticket buyback program to retain at-risk members and create trial inventory for new prospects.

SKILLS

- **Programming & Data Tools:** SQL, Python, R, MySQL, dbt, ChatGPT, Gemini, Claude, Cursor
- **Product Analytics & BI:** Power BI, Tableau, Looker Studio, Advanced Excel, Google Sheets, ETL, Figma
- **Statistical Methods:** EDA, Cohort Analysis, Funnel Analysis, Predictive Modeling (Regression, Classification, Tree-Based), Experimentation (A/B Testing, Hypothesis Testing, DiD), Clustering, PCA, SVD
- **Research Methods:** Market Research, Focus Groups, Survey Design, Competitive Analysis, Behavioral Analytics

ADDITIONAL INFORMATION

- **Creativity & Empathy:** Singer-songwriter and multi-instrumentalist (violin, guitar, piano) with a [debut album out now](#).
- **Resilience:** Former college tennis player who reached the national quarterfinals and learned that one must lose enough to win.