

Lynette Chung

Seattle, WA | lynettechung0907@gmail.com | [LinkedIn](#) | [Portfolio](#)

EDUCATION

University of Washington - Michael G. Foster School of Business

M.S. in Business Analytics

Seattle, WA

Jun. 2025 – Jun. 2026

National Taiwan University

Taipei, Taiwan

B.S. in Communication

Sep. 2017 – Jan. 2022

WORK EXPERIENCE

Perfect Mobile Corporation (AI Photo Editing App Company)

Taipei, Taiwan

Data Analyst - Monetization

Jun. 2024 – Mar. 2025

Helped optimize pricing, packaging, upsell opportunities, and conversion through data analysis and competitive research.

- **Customer Value & Revenue Growth:** Built CLV models and competitive pricing benchmarks that supported the launch of a monthly API plan, accounting for 15% of net new MRR in the quarter.
- **Behavior Analytics & Pricing Strategy:** Identified distinct subscription and usage-based purchasing paths; quantified a 20% YoY revenue decline after bundling, informing a return to standalone usage-based pricing.
- **Lifecycle Monetization & Retention:** Analyzed post-purchase engagement to identify a 48-hour upsell window, optimizing discount timing and increasing repurchase rate by 23%.

1500 Sound Academy Taipei (Music Education Startup under LA-based Parent)

Taipei, Taiwan

Founding Product Analyst - Strategy & Operations

Feb. 2022 – Apr. 2024

Helped validate product-market fit by researching users, testing products, optimizing GTM funnels, and scaling operations.

- **Market Research & Product Launch:** Used focus-group research to segment learners by career goals, launching 30+ products and restructuring 14 courses into 3 learning tracks to improve onboarding and double monthly revenue.
- **Product Experimentation & Customer Insight:** Tested engagement hypotheses through cohort experiments and surveys; rebalanced lecture-to-practice ratios, increasing satisfaction from 3.4 to 4.7/5 and NPS from 45 to 70.
- **GTM Funnel Optimization:** Identified low purchase urgency as the primary pipeline leak and launched an intent-driven scholarship funnel with Marketing and Sales, converting applicants into paying students at 4× the rate of digital advertising.
- **Scalable Operations & CRM Automation:** Built unified data infrastructure across Marketing, Sales, Operations, and Product, enabling KPI dashboards and CRM workflow automation for 15 stakeholders while reducing reporting time by 50%.

DATA PROJECTS

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

- **AI-Assisted Product Prioritization:** Designed a Rising Score model (scikit-learn) on unstructured user forum data, cutting idea-evaluation wait time 90% at 93% accuracy.
- **Customer Feedback Analysis:** Applied rubric-based local LLM extraction to unstructured feedback, surfacing 3 strategic product signals while preserving data confidentiality.

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

- **Customer Insights & Stakeholder Presentation:** Translated clustering-based segmentation and churn analysis into actionable growth recommendations, presenting to sports industry executives and placing top 3 among 50+ global graduate teams.
- **Customer Targeting & Conversion Modeling:** Built a logistic regression model scoring prospects by conversion likelihood, narrowing outreach to 10% of the original list and flipping projected marketing campaign ROI from negative to positive.

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

- **Cross-Channel Data Integration:** Architected an automated Python and MySQL pipeline extracting and unifying Spotify, Apple Music, and Instagram API data into a single Looker dashboard, saving 30% of yearly marketing costs.
- **Experimentation & Communication Optimization:** Ran an incrementality test comparing campaign variants to isolate engagement-to-streaming lift, identifying the higher-performing ad creative that drove 20% more streams.

SKILLS

- **Analytics, BI & Reporting:** SQL, Python, R, Excel, Tableau, Power BI, Looker, Data Visualization, Stakeholder Presentation
- **Product Operations & GTM:** Product Launches, Launch Support, Operational Process Improvement, KPI Reporting, A/B Testing, Hypothesis Testing, Incrementality Testing, Cross-functional Collaboration, Funnel Analysis, Financial Modeling
- **Market Research:** Focus Groups, Survey Design, Cohort Analysis, Customer Behavior, Segmentation, Feedback Analysis
- **Statistics & ML:** Regression, Classification, Tree-Based Models, Clustering, Time-Series, Feature Engineering
- **AI & Workflow Automation:** LLM-Powered Feature Extraction, RAG, Data Pipelines, ETL, Claude Code, Cursor, ChatGPT

ADDITIONAL INFORMATION

- **Creativity & Empathy:** Singer-songwriter and multi-instrumentalist (violin, guitar, piano) who reached 9K+ Spotify monthly listeners within one month and 15K+ cross-platform streams after releasing a [debut album](#).