Alex Lee

Lead BI Analyst

Hummelstown, PA
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LinkedIn
Website
Github

EDUCATION

B.S. Business Administration
University of North Texas
Denton, TX
August 2015

COMPUTER SKILLS

Database:
MySQL, SQL Server

Programming Language:
R (*Tidyverse/models, Shiny, Quarto*)
Python (*Pandas, SkLearn, PyTorch*)
SQL, CSS

Other Tools:
Tableau, Alteryx, Git, MS Azure,
Jupyter Notebook, Google Colab

TECHNICAL SKILLS

Data Storage & Retrieval
Data Transformation
Data Visualization
Statistical Analysis
Machine Learning
Deep Learning (Intermediate)
Non-Tech Communication

PROJECTS

Using ML to Identify Risk Factors and Predict Fatal Outcomes in Protests | November 2022

Exploring US Data Job Opportunities | December 2022

CERTIFICATES

Data Science: Foundations using R Specialization | June 2021

Business Analytics: From Data to Insights | August 2019

LANGUAGES

English – Native Level
Korean – Native Level

WORK EXPERIENCE

Lead BI Analyst
The Hershey Company

Dec. 2022 – Present
Hershey, PA

- Contributed to the development of a REST API using R Plumber to standardize real-time access to talent acquisition KPIs and models. Employed advanced statistical techniques, including survival analysis, as well as dimensionality reduction techniques such as PCA and factor analysis.
- Designed and implemented an ETL pipeline to deploy a complex talent acquisition data model in SQL Server, enabling advanced analytics and automation capabilities.

Sr. Analyst, HR Reporting
The Hershey Company

Mar. 2022 – Dec. 2022
Hershey, PA

- Conducted Adverse Impact Analysis in R using statistical techniques such as t-test, ANOVA, and hypothesis testing to uncover complex relational dynamics between various diversity groups. Consulted on key areas of focus for the organization.
- Established an in-depth understanding of the tuition reimbursement program in R surrounding its statistical impact on employee performance, retention, and perception of management, providing valuable insights that supported the allocation of resources.

Analyst, HR Reporting
The Hershey Company

Nov. 2018 – Mar. 2022
Hershey, PA

- Developed and automated 7+ dashboards and apps from end to end using R Shiny, Tableau, and SQL, enabling continuous monitoring of People Analytics KPIs and resulting in a cost reduction of over $100,000.
- Automated periodic internal and external reports and surveys using R Markdown, reducing the overhead hours spend by 90%. This ultimately contributed to company's effort in achieving higher ranking in Great Place to Work, and DiversityInc Top 50.
- Facilitated data modeling efforts in SQL Server to prepare production-ready people datasets, resulting in a 90% reduction in data prep time for data users.
- Designed and led a living wage initiative that promoted pay equity and sustainability, resulting in the creation of a comprehensive dashboard that tracked and analyzed KPIS. The dashboard provided senior leadership with actionable insights to make data-driven decisions and contributed to closing 100% of existing pay gaps.

Human Resources Specialist
Hyundai Power Transformers USA

Sep. 2016 – Oct. 2018
Montgomery, AL

- Introduced a leadership evaluation program that increased organizational transparency and enabled analytical capabilities on the employee-manager dynamic.

Human Resources Intern
Holly Frontier Corporation

Jun. 2015 – Aug. 2015
Dallas, TX

- Analyzed HR process and filed a risk prevention report, initiating an electronic I-9 filing project.