Byron Han

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SUMMARY

- Data Analyst with 3+ years' experience in Product & Marketing, especially in predictive modelling, prescriptive analysis, AB testing and data mining.
- Built end-to-end ETL. 3+ years' experience and strong proficiency with SQL, Python, R and Tableau, Git and Excel.
- Worked with cross-functional team on defining business ambiguity, translating to measurable metric.

PROFESSIONAL EXPERIENCE

Data Analyst - SunFiber   *03.2020 - Present*

- Built customer lifetimes/churn model to optimize customer recall process, decreased churn rate by ~3%.
- Designed and implemented end-to-end data pipeline and visualization tools using Python, MySQL and Tableau.

Product Data Analyst II - Facebook Video (through Insight Global)   *09.2019 - 03.2020*

- Impacted content acquisition roadmap (intentionality, video length) by doing insight analysis and conducting A/B test on video metrics between FB and YouTube.
- Redefined product topline metric to (admin participation rate and L-ness) by defining business ambiguity and conducting cohort/retention/segmentation analysis.
- Improved and built 10+ product analytics dashboards, work with large dataset (200GB/day).

Data Scientist Intern – Fandom (Previous Wikia)   *11.2018 - 07.2019*

- Implemented 1st-version multi-label text classification pipeline for ads content recommendation, achieved ~20% increase in f-score for ~30 labels.
- Built 1st-version content clustering visualization dashboard.
- Used SQL extensively to acquire in-house data, use python to acquire data/labels via external APIs.

Growth Data Analyst - Yitan Entertainment   *02.2016 - 08.2016*

- Conducted A/B test and prescriptive analysis on promotional campaign, improved engagement rate by 8%.
- Actively collected users' purchase history and feedback (~750/day) and analyzed users' purchase habits and feedbacks using regression models.

SELECTED PROFESSIONAL PROJECTS

Marketing Mix Modelling Bootcamp [Presentation] [GitHub] [R code]

- Collected, cleaned data and aggregated ETL process using MySQL.
- Performed multivariate regression model (Market Mix Modelling) in R to evaluate market tactics impact.
- Analyzed effectiveness and efficiency of different media activities (e.g., TV GRPS, Paid Search Clicks, Display impressions etc.).
- Provide recommendations on budget optimization using R.
- Built Tableau dashboards to visualize model results, created deck to summarize model findings and gave presentation to team.

Product Coupon Usage Analysis - Ecommerce [Presentation] [GitHub] [Python code]

- Clustered customers into key segments and evaluated coupon performance, provided coupon strategy for each segment in next month.
- Provide predictive modelling strategy on coupon usage rate, used unsupervised modeling-based customer segment and machine learning models.

Himalaya Mobile Growth Marketing Campaign [Presentation]

- Executed go-to-market strategy. Defined campaign goals, success metric and optimized campaign budget based on experimental results. Increased sign-up rate by 15%.
- Managed paid media strategy on Google Ads and Facebook for mobile acquisition and retargeting campaign.

EDUCATION

- **University of San Francisco -** *Master of Science in Data Science*   *2018 - 2019*
- **University of San Francisco -** *Bachelor of Science in Data Science*   *2016 - 2018*
- **University of Oxford -** *Bachelor of Science in Materials Science*   *2012 - 2015*