

SEUNG-MI (LEANNA) JEON

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PROFILE

- Seeking Data Analyst role to extract actionable insights using machine learning algorithms
- Skills: Python, SQL, Tableau, Power BI, Machine Learning (ML), LLM Prompt Engineering, AWS, Azure
- A fast learner with a track record of turning complex data into actionable insights, proactively managing large datasets to support strategic decision-making

EDUCATION

Purdue University, Daniels School of Business **West Lafayette, IN**
Master of Science in Business Analytics and Information Management **Aug 2025**

Sogang University, School of Business **Seoul, Korea**
Bachelor of Business Administration **Aug 2022**

PROFESSIONAL EXPERIENCE

US Logistics Company **West Lafayette, IN**
Graduate Data Consultant **Jan 2025 – Apr 2025**

- Developed a data-driven trailer allocation algorithm using Python and optimization techniques (OR-Tools), balancing forecasted demand, fleet constraints, and operational costs across 30 U.S. cities
- Built interactive geospatial dashboards using Folium and Jupyter to visualize allocation results and routing logic for stakeholders, ensuring clarity in decision-making
- Collaborated in a cross-functional team to simulate real-world logistics using synthetic and confidential telematics datasets, improving solution interpretability and stakeholder engagement

Whitebrew **Seoul, Korea**
User Experience (UX) Planning Freelancer **Dec 2022 - Jun 2023**

- Used A/B testing and user data to validate MVPs for mobile products

Naver Cloud (Worksmobile) **Seongnam, Korea**
Product Planning Intern **Dec 2022 - Feb 2023**

- Leveraged user journey insights and qualitative data to optimize feature design and enhance UX performance

LG U Plus **Seoul, Korea**
Global Roaming Intern **May 2022 - Dec 2022**

- Spearheaded service usage growth for 1M+ users by engineering time-series data and conducting funnel and user segment analysis, leading to strategic content creation with 30K+ views and 200% engagement growth
- Overhauled information architecture and navigation on web and mobile platforms, increasing digital channel usage by 20%, and service sign-ups by 10%, while reducing negative customer feedback by 20%

SELECTED PROJECTS

- AI-Augmented Analyst Workflow: Designing Prompt-Based Automation Across the Data Lifecycle
- Trailer Allocation Optimization with Geospatial Modeling and MILP(Mixed Integer Linear Programming)
- Image Processing-Based Pet Popularity Prediction Using Pretrained CNN and XGBoost
- Predicting March Madness Outcomes: Analyzing School Affinity with Data-Driven Bracket Models, NCAA
- Grief Stage Classification from Survey Responses Using LLM-Based Predictive Modeling, TAPS

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- CCAC(Cross Classic Analytics Challenge), 5th ranked on Kaggle, 2025
- Microsoft Certified: Azure AI Fundamentals(2024), Azure Fundamentals(2025)
- Treasurer, BAIM Club, Purdue University, 2024-2025: Led managing club finances
- Data Science Bootcamp, Udemy, 2024