

LEANNA SEUNG-MI JEON

765-426-2966 | jeon139@purdue.edu | [Portfolio: leannaj.github.io](https://leannaj.github.io)

PROFILE

- Data Analyst/Scientist passionate about leveraging machine learning and analytics to drive product innovation, growth, and data-informed decisions in fast-paced technology environments
- Skills: Python, SQL, Tableau, Machine Learning, Deep Learning, NLP, LLMs, Computer Vision, CUDA, AI
- Track record of transforming complex data into actionable insights, building scalable analytics solutions, and driving product improvement through cross-functional collaboration

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

Wabash Marketplace **West Lafayette, IN**
Data Analyst (Industry Practicum) **Jan 2025 – Apr 2025**

- Developed an optimization model for trailer allocation and relocation using Mixed Integer Linear Programming (MILP) with OR-Tools, solving real-world logistics constraints based on capacity, proximity, and demand across U.S.
- Built a forecasting pipeline leveraging normalized freight market index to estimate regional trailer demand
- Created interactive dashboards with Streamlit and Folium to visualize geospatial trailer allocation outcomes and trade-offs, enabling cross-functional teams and stakeholders to make faster, insight-driven operational decisions

Korean Start-up: Whitebrew **Seoul, Korea**
User Experience (UX) Strategist Freelancer **Dec 2022 - Jun 2023**

- Conducted A/B Testing and user behavior analysis to validate demand for an e-book translation MVP, reducing development time by 30% and informing feature prioritization and personalization strategies
- Collaborated with product and engineering teams to define product funnels and iterate based on behavioral insights

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

- Analyzed usage patterns through qualitative interviews and A/B Testing to identify friction in the 'Home' interface, driving engagement improvements and informing data-driven dashboard design
- Partnered with product and engineering teams to enhance personalization strategies, applying user journey analysis and implementing targeted features such as 'My Own Chat Room,' increasing retention across 10K+ users in Asia

LG U Plus **Seoul, Korea**
Business Analytics & Product Management Intern **May 2022 - Dec 2022**

- Performed funnel and user behavior analysis using SQL and Python to identify digital friction points, driving a 1.5% increase in revenue and generating 30K+ views through data-informed content strategy
- Designed and implemented usability-focused information architecture and navigation flows across mobile and web platforms, boosting digital engagement and retention by 20%
- Applied NLP-based clustering to extract user pain points from feedback data, collaborating with product and marketing teams to segment behavior, reduce churn, and optimize feature rollout in a fast-paced environment

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Poster Presenter, INFORMS Analytics+ Conference, 2025
- CCAC (Cross Classic Analytics Challenge), 5th ranked on Kaggle, 2025
- AWS Certified: AWS Cloud Practitioner (2025)
- Microsoft Certified: Azure AI Fundamentals (2024), Azure Fundamentals (2025)
- DataCamp Certified: Associated Data Scientist in Python (2025)
- Treasurer, BAIM Club, Purdue University, 2024-2025: Led managing club finances
- Data Science Bootcamp, Udemy, 2024