JUN HYEOK (RAY) KWON

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DATA ANALYTICS PROJECTS

University of Washington | Master of Science in Business Analytics (MSBA) **Seattle, WA**
- Capstone Project: **T-Mobile Media Analytics** (Analysis of the impact of media on customer value) Jun 2023

University of Illinois at Urbana Champaign | Bachelor of Arts in Global Studies **Champaign, IL**
- Study Abroad: Intensive Language Program in Shanghai Dec 2017

Technical Skills

- **Business Intelligence:** SQL
- **Data Visualization tools:** Tableau, Power BI
- **Programming Language:** R, Python
- **Microsoft Office**

WORK EXPERIENCE

Makeasy | *Market Data Analyst* **Seoul, Korea**
Business consulting services improving clients' product sales in the overseas market Jun 2020 – Mar 2021

The Viggor Project: Recommendations on strategic marketing

- Refined pricing and design recommendations for the bands through an integrated approach, leveraging the power of **R** and **Power BI**, implementing **A/B testing**, and conducting a **price sensitivity analysis**.
- Discovered valuable insights into the target market for exporting athletic bands by leveraging **SQL** to analyze healthcare datasets, revealing a comparatively high prevalence rate and import of wellness products.
- Implemented a proactive outreach strategy targeting professionals in wholesale sports companies within the target market, resulting in a significant 40% increase in the response rate of a consumer survey.

Coresh Tech Project: Expansion of new overseas sales channels

- Leveraged **SQL** to analyze three datasets (tea, trade, non-GMO), demonstrating a high consumption rate and import of tea in the target market for exporting mesh teabags.
- Utilized **Python** to identify 100 prospective buyers for exporting mesh tea bags by analyzing keywords using Google Trends data, incorporating topic modeling in the analysis.
- Successfully established new business partnerships by engaging in effective communication with 12 potential buyers, achieving a remarkable 35% year-over-year increase in business partnership initiations.

Daishin Investment Bank | *Research Assistant* **Seoul, Korea**
Finance services firm for investors in the Korean market Apr 2018 – Apr 2019

- Generated **business dashboards** and leveraged **Excel** expertise to empower investors with actionable insights for portfolio growth, resulting in a 20% increase in client satisfaction via a comprehensive analysis of global issues.
- Monitored and analyzed macro & micro-economic trends using Bloomberg Terminal to provide stakeholders with 10+ quantitative reports, identifying the interdependence between Korea and China.

DATA ANALYTICS PROJECTS

Analysis of ROI (Return on Investment) by analyzing T-Mobile customers using Python, SQL, and Tableau

- Utilized **Python** and **SQL** to analyze large databases, applying **hypothesis testing**, **k-nearest neighbor (kNN) clustering**, and **regression** techniques to identify optimal cities for maximizing T-Mobile's marketing performance.
- Collaborated with a cross-functional team of six members to generate **Tableau** dashboards, reporting the top 10 cities that could enhance efficiency in paid media to T-Mobile stakeholders.

Development of metrics for the performance of advertising campaigns by A/B testing using R

- Designed and conducted **A/B testing** using **logistic regression** in **R** to measure the performance of two advertising campaigns, resulting in data-driven decision-making.
- Uncovered a significant 3 times higher click-through rate (CTR) for the new campaign compared to the current campaign, providing valuable insights for optimizing advertising strategies.

Prediction of optimal Iowa house price by developing a regression model using Python

- Developed a robust multiple linear regression model in Python, achieving an R-squared of 0.8 and an RMSE of 0.6, estimating house prices with a dataset of 105,000 data points while mitigating multicollinearity using VIF analysis.
- Identified the year of remodeling as the most influential predictor impacting house prices, as determined by the final model's predictions