

JUN HYEOK (RAY) KWON

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EDUCATION

University of Washington – Michael G. Foster School of Business

Master of Science in Business Analytics (MSBA)

Seattle, WA

June 2023

University of Illinois at Urbana Champaign

Bachelor of Arts, Major: Global Studies

Champaign, IL

December 2017

SKILLS

- Technical: SQL(MySQL & PostgreSQL), Data Visualization(PowerBI & Tableau), ETL, Python, R
- Certifications: UW Foster School of Business Excel Credential

DATA ANALYTICS PROJECTS

E-Commerce Marketing Analytics

January 2023

- Examined the better performance of click rate between two advertising campaigns which are current and new photos by analyzing 13,000 datasets using A/B testing and logistic regression with R.

Hotels Customer Analytics

December 2022

- Established 6 marketing strategies to attract different customer groups for two hotels in Portugal by segmenting 120,000 customers using k-means clustering with R programming
- Worked on a team of 5 to identify recommendations for hotels by analyzing customer needs, for example, parking and meal plans

Iowa House Price Prediction

September 2022

- Developed an optimal multiple regression model which predicts an affordable price of houses with 105,000 datasets by analyzing variance inflation factor and partial F-test with python

Netflix Users Analytics

August 2022

- Measured the popularity of three platform variables, for example, international directors and genres by modeling 71,000 datasets using SQL to make recommendations on how to increase revenue

WORK EXPERIENCE

Makeasy

Seoul, South Korea

Business consulting services firm for clients in the Korean market

Assistant Manager, Data Analytic team

June 2020 – March 2021

- Successfully sold medical devices by analyzing trade-related data using Excel to identify 100 potential buyers
- Increased response rate by 40% for customer survey through contacting professionals who work in wholesales sports companies via LinkedIn message
- Wrote an Electric Vehicles market research paper by analyzing the market share using Excel and researching foreign government plans for sustainability

Daishin Securities

Seoul, South Korea

Finance services firm for investors in the Korean market

Research Assistant

April 2018 – April 2019

- Researched 3 economic trends in Europe by analyzing the financial impact of Brexit using Bloomberg Terminals and Excel
- Performed 5 urgent research requests in one week by prioritizing the most important client need to manage the competing deadline
- Reported global issues and 8 raw material price trends to stock investors by analyzing financial data using the Bloomberg Terminal and visualizing analytical data using Excel