Sun Cho

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EDUCATION

Boston University | **Boston, Massachusetts**

B.S. in Data Science | *Expected Graduation, May 2027*

- o **Concentrations:** Data Science and Machine Learning
- o **Related Coursework:** Artificial Intelligence, Database Systems, Statistics and Probability, Object-Oriented Programming, Linear Algebra, Bayesian Statistics, Business Analytics

PROJECTS

Netflix Content Strategy Analysis | **Boston, MA**

Team Lead - Python | *November 2024 – December 2024*

- Analyzed data on Netflix's content strategy by examining 1,000+ titles, release patterns, language distribution, and viewership trends using Python and Pandas, providing insights into audience engagement and optimal content release timing
- Utilized web scraping with BeautifulSoup to collect metadata on 1,000+ Netflix titles.

Dynamic Pricing Optimization | **Queens, NY**

Individual Project - Python | *December 2024 – January 2025*

- Automated competitive price analysis, reducing manual effort by 33%, using Matplotlib to visualize price distributions and Pandas to segment products based on price elasticity and equities market trends.
- Developed a data-driven pricing model, leading to a 15% increase in profit margins, by calculating price elasticity across customer segments and optimizing pricing strategies with Python.
- Integrated SQL queries to store and analyze pricing data, improving the efficiency of price elasticity calculations and market trend comparisons.

Financial Data Insights | **Boston, MA**

Team member - Excel | *January 2025 – March 2025*

- Processed transaction data for 120 clients by leveraging PivotTables, VLOOKUP, and conditional formatting to uncover spending trends and anomalies.
- Streamlined financial reporting by building dashboards with Power Query and advanced Excel formulas, minimizing manual data entry.

Customer Churn Prediction | **Boston, MA**

Team Coordinator - R | *September 2024 – November 2024*

- Built a machine learning model, improving customer retention by 15% by analyzing historical transaction data and identifying churn risk factors using logistic regression.
- Revamped the data visualization infrastructure by building 5+ reusable templates using ggplot2 and R Shiny; improved data quality and consistency across all marketing and sales reports.

EXPERIENCE

Korean Church of Boston | **Boston, MA**

Secretary | *December 2024 - Current*

- Elected by over 30 members as secretary to develop innovative events and initiatives, fostering a stronger sense of community and engagement
- Increased weekly member participation by 50% by organizing small group discussions, outreach programs with neighboring Haitian churches, and interactive faith-based activities.

BU Soon Movement | **Boston, MA**

Member | *September 2024 – Current*

- Assisted in planning large-scale annual winter retreats and the Higher Calling conference, ensuring smooth logistics and engagement for over 100 attendees.

SKILLS

Programming: Python(Scikit-Learn, Pandas, BeautifulSoup), SQL, R, Rust, HTML

Tools: Excel, Power BI, Git, GitHub, Linux, Tableau