



## Contact

### Phone

(650) 279-5188

### Email

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### Location

San Francisco Bay Area, CA

## Education

2019 - 2022

### BA - Data Science

University of California, Berkeley

2017 - 2019

### AS - Computer Science

Foothill College

## Expertise

- Python
- SQL, R
- HTML
- Tableau
- Microsoft Excel
- Java, Javascript

## Language

English

Korean

# Won Shil Park

## Professional Experience

### May 2022 - Sep 2022

Beezwax Datatools Inc. | San Francisco Bay Area, CA

#### Business Intelligence Engineer Intern

- Collaborated with customer stakeholders to identify key metrics, actions, and key performance indicators (KPIs) that are used to determine program-level success.
- Created an automated solution for KPI data visualization, which refreshes the Tableau dashboard as new data is updated in BigQuery Data Warehouse.
- Reduced effort for reporting by creating a data cleansing pipeline using SQL and Tableau Level of Detail Expressions, making it available for the team to download and reuse.
- Enhanced UI/UX to increase customer satisfaction with multiple Tableau data tables and dashboards.
- Improved team collaboration by swiftly onboarding, covering for a senior developer and analyst, and assisting the manager in devising optimized schedules and speeding up timelines by 13%.

### Feb 2021 - May 2021

The Verse | Berkeley, CA

#### Business Development Intern

- Directed cross-functional collaboration and developed practices in UI/UX user research to understand senior user preferences, utilizing SQL, Excel, and Python.
- Created automated analysis by organizing and translating questionnaire responses into report recommendations for website engagement and customer satisfaction enhancement.

### Sep 2020 - Dec 2020

Golden Ware Enterprise Limited | Guangzhou, Guangdong, China

#### Business Analyst

- Presented findings to executive leadership, resulting in a successful approval of the proposed solution, which increased profit by 2%.
- Identified inefficiencies in the calculation of key KPIs—customer loyalty, contract success rates, shipping volumes, and shipping route information—and developed a new database structure for hosting shipment data that allowed for more optimized ad-hoc SQL queries.
- Utilized EER diagrams, SQL, MySQL, and normalization techniques while maintaining classification and ranking systems to optimize decision-making and improve business outcomes by extracting, transforming, and loading data for analysis, proposing design schema solutions that improved customer loyalty.

## Extracurriculars

### Jan 2021 - Sep 2022

Undergraduate Laboratory at Berkeley | UC Berkeley, CA

#### Data Science Research Lab Manager

- 2021: Trained and mentored 6 undergraduate students for a data and metrics analysis project by researching, data cleaning, and generating ML models to effectively analyze the NBA market. Generated reports and insights identifying potential pain points and trade-offs that led to an estimated 5% revenue.
- 2021-22: Developed and delivered interactive workshops to train 80+ mentors and mentees on advanced data analytics techniques using Python, Pandas, and data modeling, resulting in a 62% increase in successful projects; and directed a mentor-mentee program with over 80+ students of varying backgrounds and interests. Formed 12 successful matchings which collectively facilitated the creation of 11 new innovative projects.