GYUJUNG "ALICE" LEE

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Data Scientist With 5+ Years of Experience in Data-driven Operational Decision Making

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY (GPA 4.0/4.0)   Atlanta, GA
Master of Science in Analytics (On-Campus)   Aug 2024 - Expected Dec 2025
Related Courses*: Intro to Analytics Modeling, Regression Analysis, OR I in Supply Chain, Data & Visual Analytics*

YONSEI UNIVERSITY (GPA 3.88/4.3)   Seoul, Republic of Korea
Bachelor of Science in Engineering - Industrial Engineering & Computer Science   Mar 2014 - Feb 2020
Related Courses*: Data Structures, Algorithm Analysis, Logistics Engineering, Deterministic Models in OR, Probability and Statistics*

SKILLS

- **Languages**: Python (Pandas, Scikit-Learn), SQL (BigQuery, AWS Redshift, MySQL, PostgreSQL), R
- **Technical**: Optimization (CPLEX, OR-Tools), Machine Learning (XGBoost, LightGBM), Statistical Testing (A/B Test)
- **Tools**: Git, Tableau, Airflow, Google Suite (Google Spreadsheet), Microsoft Office (Excel, PowerPoint)

WORK EXPERIENCE

SOCAR Inc. | Seoul, Republic of Korea   **Oct 2018 – May 2024**
(South Korea's leading car-sharing company, managing a fleet of 20,000 vehicles nationwide with 500+ employees)
Team Lead, Data Scientist (Car-sharing & Fleet Management System)   Jul 2022 – May 2024

- Led cross-functional collaboration between data scientists and operations team to develop machine learning models (LightGBM, XGBoost) for preemptive vehicle failure detection, successfully **reducing user complaint rates by 30%**
- Developed a **machine learning model** using XGBoost with an F1 score of 0.7 to predict user's purchase likelihood, enhancing user segmentation and the precision of marketing investments
- Collaborated with the project manager to **define key performance metrics** for fleet management solution, including vehicle utilization rate, and designed a prototype dashboard to guide designers in effective data visualization
- Facilitated clear communication between teams and stakeholders while managing timelines and deliverables for **up to 8 projects simultaneously**, ensuring alignment and timely completion with high quality standards

Data Scientist (Car-sharing)   May 2020 – Jun 2022

- Designed a personalized push notification with the marketing team to re-engage users in the reservation process, automating it with Braze API and Airflow, driving a **26% increase in conversion rates** validated through A/B testing
- Optimized car-reservation allocation with Python (OR-Tools), generating **4.6 billion won ($3.5 million) new revenue** while maintaining same level of car supply (Published an article to SOCAR Tech Blog)
- Performed exploratory data analysis on customer reservation funnels, **presented key insights to 30+ project managers**, and created a Notion page that was later integrated into the onboarding manual for new product managers
- Promoted to the **youngest team lead** and first female lead in SOCAR's data department, reflecting exceptional performance and leadership

Data Scientist (Ride-sharing)   Oct 2018 – Apr 2020

- Implemented a Python-based solution (OR-Tools) to optimize driver shift schedules, **cutting monthly operational costs by 80 million won ($60,000)**, and created interactive spreadsheets to simulate impact for the operations team
- Communicated critical insights on demand-supply patterns to stakeholders, recommending adjustments to the reallocation algorithm, leading to a **25% boost in ride request acceptance rates**
- Refined the metric for demand level by analyzing the distribution of time intervals between customer ride requests, correcting mismatches to the actual user pattern, **reducing the error up to 15%** in heavy demand occasions
- Promoted to a full-time position following three months of internship, **exceeding the expectations** for a six-month contract