

Somang (So) Han

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EDUCATION

St. Olaf College

Northfield, MN

Bachelor of Arts in Mathematics with a Concentration in Statistics

May 2018

- GPA: 3.8/4.0 (**Magna Cum Laude**), Pi Mu Epsilon Honors Society
- Relevant Coursework: Machine Learning, Statistical Modeling, Statistical Theory, Probability Theory, Math, Statistics, & Computer Science Research Methods, Multivariable Calculus, Real Analysis I, Linear Algebra, Modern Computational Math, Discrete Math, Computer Science for Science/Math

EXPERIENCE

Bluestem Brands, Inc.

Eden Prairie, MN

Decision Scientist, Marketing

Nov 2018 - Present

- Extract, wrangle data from multiple sources in SAS and SQL, and develop predictive models in Python and R for New Customer Acquisition, Customer Marketing Programs, and eCommerce personalization
- Deliver data-driven solutions that identify points-of-difference in customer behavior, promotional sensitivity, channel shopping preference, and more and partner with business leaders to drive revenue and profit
- Research new techniques for statistical model buildings and neural networks to improve model gains and support Marketing department through test design and measurement

University of Minnesota, Twin Cities

Minneapolis, MN

MN Youth Development Research Fellow

June 2018 – Sep 2019

- Explored the association between intensity and breadth of out-of-school activity participation with social and emotional learning and academic outcomes using Hierarchical Linear Modeling in R
- Published a paper with 3 Ph.D. students in the Quantitative Methods in Education program to the American Educational Research Association conference 2019

Amplifon, Inc.

Plymouth, MN

Associate Data Analyst

Sep – Nov 2018

- Consolidated budget reports over years in Excel and assisted for budget forecasting for sales of Miracle-Ear products to better business planning for future years
- Created data visualizations to generate insights from sales data, trends, and metrics in QlikView and conducted ad hoc analysis for needs of the finance team

ID Insight, Inc.

Minneapolis, MN

Data Scientist Intern

June – Sep 2018

- Rebuilt a fraud detection model that predicted the risk of being a bank fraudster by the Logistic Regression in R and improved the model by 20% higher AUC compared to the previous model
- Profiled different types of fraud by K-Means Clustering; generated data visualization in Tableau; presented findings to executive leadership

St. Olaf College

Northfield, MN

Statistical Consultant

Aug 2017 – May 2018

- Consulted with a wide range of clients who had fundamental data analysis questions and utilized statistical techniques to collaborate statistical analysis part of clients' research
- Presented results of a NSF funded research project on Topology for Multi-Parameter Data Analysis to the Underrepresented Students in Topology and Algebra Research Symposium 2018

SKILLS AND INTERESTS

- Technical skills: Python, R, SQL, Tensorflow, Keras, SAS, Excel, Tableau, AWS, Hadoop
- Guest speaker for various Analytics community events (ex. MinneAnalytics – Twin Cities Data Science Community and other Data Science meet up groups in Twin Cities)