

# BRANDON SEOKWOO PARK

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## EDUCATION

- UNIVERSITY OF MINNESOTA, Carlson School of Management, Minneapolis, MN  
Candidate for **Master of Science in Business Analytics** (GMAT: 700) Aug 2022
- INCHEON NATIONAL UNIVERSITY, Incheon, South Korea  
Bachelor of International Commerce (**Full-ride scholarship – 4 years**) Feb 2018

## DATA SCIENCE PROJECTS

- **Streaming Analysis Pipeline (AWS, Databricks, Snowflake, Spark)** – Connected multiple tools for analysis
- **Hate crime visualization (AWS, Snowflake, Tableau)** – Devised visualization of hate crime trends in US
- **Fault code prediction (Databricks, Python)** – Extracted log data using SQL and predicted correct fault code
- **Predictive Model Selection by Nested CV&AUC (Python)** – Implemented process to select the best models
- **Web scraping & NLP (Python)** – Created word cloud showing keywords in job description
- **Sentiment analysis (Python)** – Assessed call records by NLP & ML to enhance client's predictive model
- **Interactive Crime Map (R)** – Examined local police incidents and built an interactive map by Leaflet

## SKILLS

- *Tools:* Python, R, SQL, Tableau, Snowflake, Cloud(AWS), Spark, Agile(Jira), SAP, Hadoop, Hive, Databricks
- *Certificate:* AWS Cloud Practitioner, CPIM (Certified in Production and Inventory Management)

## EXPERIENCE

- BLUE BONNET DATA, Minneapolis, MN  
**Data Science Fellow** Mar 2022 - Present
- Consulted political organization (TPAB) to implement predictive model to boost donations from historical data
  - Led a team of 4 to research the data-driven strategy and facilitated communication with the client
- CARLSON ANALYTICS LAB, Minneapolis, MN  
**Analytics Student Consultant** Nov 2021 - Present
- Built NLP&ML model that predicted correct maintenance code from corresponding aircraft repair log to help client identify major issues and allocate resource effectively, based on Agile project management
  - Proved the heterogeneous causal effect using PSM and recommended client implement distinctive strategies per each patient group to have better results in matching patient and donor
  - Improved client's sentiment analysis model by ingesting/transforming different types of data with using Natural Language Processing & Machine Learning models in Python
  - Built end-to-end pipeline that read data from AWS S3, processed in Spark, Hive, and visualized in Matplotlib
- APPLE, Singapore  
**Logistics Analyst** Jul 2020 - Apr 2021
- Analyzed 100K+ package deliveries in Excel and visualized in Tableau to pinpoint the problematic RDC in Korea and switched volume to nearby RDC, which reduced customer complaints by 50%
  - Managed end-to-end fulfillment with 3PL vendors and maintained 99% of on-time delivery performance
- DHL SUPPLY CHAIN, Singapore  
**Logistics Customer Service Agent** May 2019 - Jun 2020
- Troubleshoot 100+ escalated claims per month from 3PL vendors and key account customers
  - Facilitated international fulfillment process from 50+ RDC/RFC in APAC
- PANTOS LOGISTICS, Seoul  
**Order Management Specialist** Jan 2018 - May 2019
- Dispatched 1000+ orders daily and coordinated with 50+ retail stores using TMS, WMS based on SAP
- Extra Experience: **Sergeant** in Army (2010~2012), **Admin officer** in Embassy of Korea in Pakistan (2016-2017)