

# 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

## 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

CARLSON ANALYTICS LAB, Minneapolis, MN

**Data Science Student Consultant** (*Python, R, AWS, Databricks, Snowflake, Spark*)

Nov 2021 - Present

- Designed replicable NLP&ML algorithms that predicted correct maintenance code from ~150k aircraft repair log using Databricks to save 15 hours per week of manual auditing, based on Agile project management
- Proved heterogeneous causal effect by Propensity Score Matching (PSM) to help client implement distinctive solutions per each patient group for better results in matching patient and donor
- Created sentiment classification model from ~57k call record using Natural Language Processing & Machine Learning models (XGboost, LightGBM) by ingesting and transforming different types of data
- Built end-to-end streaming ETL pipeline that imported data from AWS S3, processed in Snowflake (Snowpipe), and conducted statistical analysis in Spark MLlib in Databricks

BLUE BONNET DATA, Minneapolis, MN

**Data Science Fellow** (*Python, Tableau*)

Mar 2022 – Jun 2022

- Consulted political organization (TPAB) and successfully performed quantitative cost-benefit analysis to pinpoint the issue in shipping costs causing -51% ROI in the operation
- Conducted association rule mining on online sales data to verify that certain products have up to 31% higher lift in tips and donations so that client could focus on those products to increase ROI
- Led a team of 4 to solve ambiguity and communicate strategic findings with client from non-technical field

APPLE, Singapore

**Logistics Analyst** (*Tableau, SAP Business Objective, Excel*)

Jul 2020 - Apr 2021

- Analyzed 100K+ package deliveries weekly in Excel and visualized in Tableau to find the problematic distribution center in Korea and switched volume to nearby RDC, which reduced customer complaints by 50%
- Managed end-to-end fulfillment with 3<sup>rd</sup> party vendors and maintained 99% of on-time delivery performance

DHL SUPPLY CHAIN, Singapore

**Logistics Customer Service Agent** (*Excel, Salesforce*)

May 2019 - Jun 2020

- Troubleshoot 100+ escalated claims per month from 3PL vendors and key account customers
- Facilitated international fulfillment from 50+ RDC/RFC in APAC and attained 95% on-time delivery in 2hr SLA

PANTOS LOGISTICS, Seoul

**Order Management Specialist** (*Excel, SAP, WMS*)

Jan 2018 - May 2019

- Dispatched 1000+ orders daily and coordinated with 50+ retail stores to fulfill orders in a fast-paced environment

Extra Experience: **Sergeant** in Army (2010~2012), **Admin officer** in Embassy of Korea in Pakistan (2016-2017)

## OTHER DATA SCIENCE PROJECTS

- **Hate crime visualization (AWS, Snowflake, Tableau)** – Built ETL pipeline connecting cloud storage, data warehouse, and visualization tool that summarized data into Tableau dashboard with plots and map
- **Model selection by Nested CV&AUC (Python)** – Implemented predictive model selection process selecting best model between SVM, LightGBM and Neural Network models using Nested Cross-Validation and AUC score
- **Web scraping & NLP (Python)** – Created Python program scraping job descriptions that user requested and visualized results by word cloud to show most important keywords