

BRANDON SEOKWOO PARK

Minneapolis, MN 55414 | (612) 433-5818 | brandon.swpark@gmail.com | [LinkedIn](#) | [Github](#) | [Medium](#)

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

- **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
- **Model Selection by Nested CV&AUC (Python)** – Implemented process to select the best predictive 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 dashboard (R)** – Examined local police incidents and built an interactive map by Leaflet

SKILLS

- *Tools:* Python, R, SQL, Tableau, Snowflake, AWS, Spark, ETL, SAP, Tensorflow, 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
- 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)