GINNY KIM

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SKILLS

- Programming & Analytics: Python, R
- Databases & Data Management: PostgreSQL, MongoDB (NoSQL), Navicat, SAP ERP
- Version Control: Git, GitHub,
- Environment Control: Docker
- Microsoft: Excel, PowerPoint, Word, Outlook

PROFESSIONAL EXPERIENCE

CEF SOLUTIONS, INC. CONSULTING   **Seoul, South Korea**
Business Enablement Associate   Sep 2023 – Mar 2024
- Conducted market research and workflow analysis for a leading Asian financial institution's auto-loan initiative, synthesizing insights that informed strategic recommendations adopted by senior management.
- Designed and delivered proposal decks and presentations for stakeholders, enhancing project clarity and accelerating stakeholder decision-making.
- Optimized and standardized process workflows for new initiatives resulting in notable increases in operational efficiency.
- Managed project timelines and deliverables, leading structured meetings and documentation to ensure alignment and continuous progress.

SAMSUNG ELECTRONICS AMERICA   **Ridgefield Park, USA**
Data Analyst   Jul 2022 – Jul 2023
- Performed data validation and exploratory analysis for extensive vendor financial datasets across multiple accounts, reducing transaction errors and ensuring data integrity.
- Conducted P&L analysis leveraging financial datasets to optimize pricing, increasing profit margins by 20% and enhancing long-term operational sustainability.
- Analyzed large volumes of customer chargeback cases, investigating disputes and identifying root causes to recover costs and strengthen vendor compliance.
- Leveraged SAP ERP extractions and Power Query to create recurring reports on financial and business trends, improving efficiency and ensuring consistent accuracy.
- Monitored dashboard data accuracy, identified issues, and delivered insights that guided developers in finalizing reliable executive dashboards.

EDUCATION

Columbia University New York, NY   Jan 2025 – May 2026
Master of Science, Applied Analytics   *GPA: 4.0/4.0*

Handong Global University Pohang, South Korea   Mar 2019 – Jun 2024
Bachelor of Arts: Business Management, Economics   *Honors: Summa Cum Laude, GPA: 3.88/4.0*

RELEVANT PROJECT EXPERIENCE

Enhancing NYC 311: Key Drivers of Dissatisfaction and Trend Analysis   **Aug 2025**
- Performed exploratory data analysis (EDA) on 3M+ NYC 311 requests and survey data, identifying key dissatisfaction drivers across complaint types and boroughs.
- Applied logistic regression and topic modeling (LDA) on unstructured resolution descriptions, revealing that vague or boilerplate language reduced satisfaction likelihood.
- Developed time-series forecasting models (ETS, ARIMA) to detect seasonal surges enabling proactive resource allocation.
- Delivered actionable recommendations for NYC agencies, emphasizing clearer communication templates and borough-specific service strategies.

ABC Foodmart Database Implementation   **May 2025**
- Designed and implemented a normalized PostgreSQL database schema with 18 tables to support staffing, inventory, vendor, delivery, sales, promotions, and returns.
- Built Python ETL pipelines (pandas, psycopg2) to ingest synthetic datasets, enforce PK/FK integrity, and automate restock triggers; developed advanced SQL queries for revenue, promotions, inventory, and delivery KPIs.
- Created an interactive Metabase dashboard for executives and analysts, providing real-time KPIs (basket size, vendor reliability, promo ROI) that enabled data-driven decisions for expansion into new store locations.

Ad CTR Prediction Using KNN Imputation and XGBoost   **Apr 2025**
- Cleaned and transformed data by diagnosing MAR/MCAR/MNAR patterns and applying KNN imputation; encoded categorical variables using vtreat.
- Performed Exploratory Data Analysis (EDA) and feature selection using hybrid stepwise regression and correlation analysis, identifying ad position, targeting score, and visual appeal as key drivers of CTR.
- Built and tuned XGBoost model, achieving the lowest RMSE outperforming all baseline models.