

# Daniel Kwon

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## Work Experience

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### Manager, Advanced Analytics

*Hulu (March 2019 - Present)*

- Quantifies retention and acquisition benefits of all content on Hulu for use in content acquisition and valuation
- Forecasts KPIs used for greenlighting decision of Hulu Originals and licensed content
- Measures causal lift in KPIs driven by key events such as on-channel promotion and various accolades awarded to Hulu content
- Manages socialization of analytics insights and strategies to executive-level stakeholders

### Senior Analyst, Strategic Analytics

*Hulu (March 2017 - March 2019)*

- Led pricing analysis that drove the price change for Hulu from \$7.99 to \$5.99
- Conducted analysis on expected impacts of a price increase / decrease for Hulu's live offering / add-on options respectively, quantifying churn and sign-up lift
- Led analysis to quantify NPS and earned media lift associated with Hulu's UI / product changes
- Developed engagement forecasts for potential international launch of Hulu in various regions
- Extensive experience in applying analytics insights and forecasts into a P&L format for sharing with Hulu's CFO

### Analytics Consultant

*Accenture (Oct 2016 - March 2017)*

- Developed predictive models for various U.S. telecommunications providers to proactively flag subscribers at risk of ending their subscription
- Gathered requirements and wrote SQL queries used to develop executive dashboards for retail directors to monitor geographic performance and track employee improvements month over month and year over year
- Created predictive model to forecast incoming spikes in calls to customer care and the most likely issues associated with the calls for a major U.S. telecommunications firm; model was used in conjunction with national marketing campaigns and product releases to proactively staff and educate call centers
- Led requirements gathering and code review for team of ETL developers

### Technology Consulting Senior Analyst

*Accenture (Oct 2015 - Oct 2016)*

- Developed forecasting model forecast peaks in developer submissions to the Google Play app store to create accurate shift schedules for human reviewers
- Developed predictive model to flag users with potentially poor experiences with customer service who were at risk of churn

### Technology Consulting Analyst / ETL Developer

*Accenture (July 2014 - Oct 2015)*

- ETL developer with experience in production databases
- Developed data warehouse and automated generation of executive-level reports

## Education

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### Northwestern University, McCormick School of Engineering

*B.S. in Industrial Engineering and Managerial Sciences*

## Skills

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- R (intermediate) / Python (Novice)
- Statistical Modeling and Machine Learning Methods
- Time Series Forecasting
- Experience with multiple SQL variants in big data environments (Hive, Snowflake, Oracle)
- Financial Analysis / Excel Modeling