

ESTELLE CHO

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA
Master of Science in Business Analytics (STEM)

May 2025

Chung-Ang University – Seoul, Korea
Bachelor of Arts, English Literature and Language
Interdisciplinary Studies Major in Cultural Contents Convergence

August 2019

SKILLS & CERTIFICATIONS

- **Data Analytics:** Python, SQL, Excel
- **Data Visualization:** Tableau, Power BI, Google Analytics, PowerPoint
- **Data Science:** Data Wrangling, Statistical Analysis, Machine Learning, Predictive Modeling
- **Database:** SQL, MySQL, PostgreSQL, MongoDB

EXPERIENCE

DODOSKIN – Los Angeles, California
Data Analyst Intern – Beauty E-commerce

May 2024 – July 2024

- Managed weekly reporting dashboards in Google Analytics, tracking KPIs including product performance, sales trends, and customer engagement across 500+ products
- Conducted ETL processes in SQL to extract and analyze data, delivering data-driven reports and insights in Tableau
- Assisted marketing campaigns by providing data analysis, including keyword analysis and ad performance tracking, to assist cross-functional teams in business strategies

Looxent Consulting – Seoul, Korea
Management Consultant – Strategy & Operation

June 2021 – May 2023

- Optimized a rolling forecasting model in Excel by integrating new market factors and performing correlation analysis, improving accuracy by 35% and profit by 41%
- Achieved a \$47 million ROI by conducting financial analysis of 413 stores and applying multiple regression analysis using Python and Excel to identify merger targets
- Developed revenue projections for 10 client companies by leveraging Excel and SQL to analyze market data, industry trends, economic indicators, customer demographics, and competitor insights
- Communicated with cross-functional teams for problem-solving on operational issues, translating data insights into non-technical terms and delivering visualization reports using Tableau

JYP Entertainment – Seoul, Korea
Business Analyst – K-pop Music Marketing

May 2019 – May 2020

- Analyzed social media platforms (YouTube, Spotify, Apple Music) and sales data (album, merchandise, concert) to uncover key drivers of Stray Kids' album performances
- Presented monthly ad-hoc analyses via dashboards on market trends, product performance, and customer segments
- Partnered with global networks and streaming platforms on marketing initiatives, surpassing sales targets by 106%, 149%, and 101% for 3 consecutive albums and increasing YouTube subscribers by 25% in 3 months

PROJECTS

Credit Card Transactions Analysis and Fraud Detection

January 2025

- Performed data analysis on 97,852 transactions, uncovering patterns and trends through statistical analysis and visuals
- Engineered and selected key fraud-indicative variables by using advanced data analytics techniques in Python
- Built and fine-tuned machine learning models (Decision Trees, Random Forest, Boosted Trees), improving false discovery rate and achieving \$47.18 million savings

Spotify Streaming Analysis and Marketing Investment Strategy

December 2024

- Investigated Spotify streaming data in SQL, creating visuals to reveal user preferences, behaviors, and evolving trends
- Designed predictive models based on key variables for popular songs to forecast successful tracks
- Recommended strategies to maximize profitability and minimize risks through analysis of marketing investments

New York City's Property Valuation Analysis

October 2024

- Assessed property valuation data and visualized property characteristics and market values using Python
- Identified anomalies and ranked high-risk owners using advanced data analysis techniques
- Created end-to-end business reports for non-technical stakeholders, translating data results into actionable insights