

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)

December 2024

Chung-Ang University – Seoul, Korea

August 2019

Bachelor of Arts, English Literature and Language, GPA: 3.6

Interdisciplinary Studies Major in Cultural Contents Convergence, GPA: 3.7

EXPERIENCE

Looxent Inc – Seoul, Korea

June 2021 – May 2023

Management Consultant - Strategy & Operation

- Assessed the valuation of 14 companies for investment by conducting market research, financial and industry-specific data analysis, modeling, forecasting and reporting
- Optimized a rolling forecasting model in Excel with new market factors and regression analysis; resulting in a 35% accuracy improvement and 41% profit increase
- Achieved \$47 million ROI by evaluating financial growth potential of 413 stores and determining merging targets; conducting multiple regression analysis in Excel
- Spearheaded revenue projections for 10 companies using Excel and SQL to analyze and manipulate raw datasets encompassing market trends, economic metrics, and customer demographics
- Cooperated with cross functional departments to identify the client's KPI evaluation errors and pinpoint areas for improvement using Tableau visualizations to simulate various scenarios

JYP Entertainment – Seoul, Korea

May 2019 – May 2020

Business Analyst – K-pop Marketing

- Analyzed social media channel data (YouTube, Spotify, Apple Music) and sales (album, merchandise, concert) to identify customer segmentation and key performance metrics for 5 album sales success and failure
- Facilitated monthly ad-hoc analysis presentations to the management, through visual dashboards highlighting market trends, content performance, and demographic insights
- Collaborated with 3 global broadcast networks and 8 streaming platforms for marketing initiatives, achieving a 25% increase in YouTube subscribers in three months and surpassing sales goals by 120%

PROJECTS

European Options Pricing Prediction - Los Angeles, CA

March 2024 – April 2024

- Conducted comprehensive analysis of European call option pricing data on the S&P 500 in the early 2000s, exploring visualizations and employing various regression and machine learning techniques in Python
- Built a predictive model to validate the option values, utilizing 80/20 train/test split, and achieved 94% accuracy

Stack Overflow User Descriptive Analysis, Personal Project - Los Angeles, CA

October 2023 – December 2023

- Performed multiple linear regression analysis utilizing Python on Stack Overflow's Developer Survey dataset to discern factors influencing developers' salaries, such as AI use preferences, coding experience, and education levels
- Devised dashboards in Tableau to show key performance indicators and data analytics trends in the US market

SKILLS & INTERESTS

- **Activities:** AI LA Community Ambassador, High Tech Association, Business Analytics Student Association
- **Technical Skills:** Data Wrangling(Python, SQL), Data Visualization(Tableau, Power BI), Statistical Analysis(T-tests, Chi-Squared Tests, Linear & Multiple Regression Analysis), JMP, Google Analytics, Excel, PowerPoint
- **Certifications:** Data Analyst with Python and SQL Track, Data Visualization in Tableau and Power BI Track
- **Languages:** Korean, English, and Spanish
- **Interests:** Hot Yoga, Volleyball, Music Production (Registered as a songwriter at Music Copyright Association and co-produced TV drama's original soundtrack)