

# 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, Neo4j

## EXPERIENCE

**DODOSKIN** – Los Angeles, California

**May 2024 – July 2024**

Data Analyst Intern – Beauty E-commerce

- Managed weekly reporting dashboards in Google Analytics, tracking product sales, sales trends, and customer engagement across 500+ products on the company's e-commerce platform
- 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

**June 2021 – May 2023**

Management Consultant – Strategy & Operation

- 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 using Excel and SQL to analyze historical data, economic indicators, and customer demographics
- Communicated with non-technical stakeholders for problem-solving and decision-making to resolve KPI evaluation errors, through cross-department interviews and scenario analysis using Tableau

**JYP Entertainment** – Seoul, Korea

**May 2019 – May 2020**

Business Analyst – K-pop Music Marketing

- 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