ESTELLE CHO

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SUMMARY

Data Analyst with 3+ years of experience in strategy & operations and customer-driven data analysis across multiple industries. Skilled in advanced data analysis, storytelling, and visualization, with business acumen to drive data-informed decision-making. A curious problem solver who blends analytical thinking with creative solutions, quick to learn, and a proactive team player.

Data Analytics & Visualization: Python, SQL, MySQL, PostgreSQL, MongoDB, Excel, Tableau, Power BI, PowerPoint
Advanced Analytics: EDA, Data Wrangling, Statistical Analysis, Machine Learning, Predictive Modeling, Forecasting

EXPERIENCE

DODOSKIN – Los Angeles, California   **May 2024 – July 2024**
Data Analyst Intern – E-commerce
- Executed ETL processes in SQL, analyzing 5M+ rows of data to improve ad targeting, increasing ROAS by 15%
- Managed weekly reporting dashboards in Tableau, tracking KPIs like sales trends, product performance, and customer engagement for 500+ products
- Communicated data-driven insights to marketing, product, and operation teams, contributing to a 12% increase in conversion rates and a 20% improvement in ad engagement

Looxent Consulting – Seoul, Korea   **June 2021 – May 2023**
Data Analytics Consultant – Strategy & Operation
- Analyzed and interpreted large datasets on market trends, financial metrics, and customer demographics using SQL and Excel, contributing to $50M+ in investment opportunities
- 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 modeling of 413 stores and applying multiple regression analysis in Python to identify merger targets
- Collaborated with cross-functional teams for problem-solving on operational challenges, translating data insights into actionable recommendations and delivering +20 visualization reports

JYP Entertainment – Seoul, Korea   **May 2019 – May 2020**
Data Analyst – K-pop Marketing
- Examined social media and sales data in SQL, extracting insights to identify key drivers of product success and boost subscribers by 25% in 3 months
- Presented monthly ad-hoc analyses to stakeholders on market trends, product performance, and audience segments
- Partnered with global networks and streaming platforms on marketing initiatives, surpassing sales targets by 106%, 149%, and 101% for 3 consecutive albums

PROJECTS

Credit Card Transactions Analysis and Fraud Detection   **January 2025**
- Performed data analysis on 97,852 transactions in SQL to uncover trends and patterns using visualizations
- Engineered and selected key fraud-indicative variables by applying 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 60+ years of data in SQL, creating visuals to reveal user preferences, behaviors, and evolving trends
- Designed predictive models using key variables to forecast successful tracks with 80%+ accuracy
- Recommended investment strategies, increasing revenue by 15% while optimizing profitability and reducing risks

New York City's Property Valuation Analysis   **October 2024**
- Assessed 1 million property records across 32 variables and visualized characteristics and market values using Python
- Identified anomalies by engineering new variables and using statistical techniques, flagging 10,000+ high-risk values
- Created end-to-end business reports, synthesizing data insights from multiple sources into compelling narratives

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA   **May 2025**
Master of Science in Business Analytics (STEM)