

## Geonho Shin

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## Education

### Hanyang University

Bachelor of Science in Industrial Management Engineering (GPA: 3.86 / 4.5)  
Double Major in Business Analytics (GPA: 4.12 / 4.5)  
Relevant Coursework: Deep Learning, Data Mining, Statistical Quality Control, Financial Analytics, Database.

Ansan, South Korea

Expected Aug 2026

## Project Experience

### Industrial Management Capstone Design Project

Team Lead

Hanyang University

Sep 2024 – Jun 2025

- Conducted comparative performance analysis between the **HMM-based model** and traditional static batch sizing (PDP) models, demonstrating superior quality control outcomes.
- Achieved a reduction in the defective rate while increasing average batch size by optimizing the trade-off between production efficiency and quality stability.
- Visualized the correlation between predicted process capability and actual defective rates, identifying the "**Fast Stop**" property to prevent potential quality failures.

### AI-Driven Optimal Portfolio Construction Project

Quantitative Developer & Data Analyst

Hanyang University

Mar 2025 – Jun 2025

- Built a robust data pipeline for 25 years of S&P 100 data, applying **Ledoit-Wolf Shrinkage** to reduce noise in covariance estimation.
- Developed a hybrid investment strategy combining **LSTM** deep learning forecasts with **Modern Portfolio Theory (MPT)** optimization.
- Interpreted model decisions using **SHAP**, identifying key momentum features to validate the reliability of the automated trading logic.

### The 2nd Business Analytics Competition

Data Analyst & Strategist

KITECH & Hanyang University

Sep 2024 – Dec 2024

- Performed sentiment classification on running app reviews utilizing the **DistilKoBERT** model to quantify positive and negative user feedback ratios.
- Extracted key market insights and user pain points via **N-gram analysis**, identifying a niche segment for a differentiated service strategy.
- Proposed a new business model for Kakao's entry into the fitness market based on data-driven evidence, winning the **Excellence Award**.

## Leadership & Activities

### Hanyang Industrial Management Basketball Club

President

Ansan, Korea

Aug 2023 – Aug 2024

- Led the department's basketball club of 30+ members, organizing weekly training sessions and inter-departmental tournaments.

## Skills & Interests

Technical: Python, R, SQL

Certification: Advanced Data Analytics Professional (ADsP), Engineer Big Data Analysis (Passed Written Exam)

Language: Korean (Native), English (OPIc Intermediate1)