GAYEON (JOCELYN) LEE

608-690-9401 • linkedin.com/in/gayeonlee221 • glee255@wisc.edu

PROFESSIONAL PROFILE

Business professional with a proven record of driving strategic initiatives through data analytics and management expertise, including:

- Conducted drop-out rate analysis for the digital loan process in Hyundai Capital using Google Analytics.
- Streamlined Renault financial customer dashboard, aligning marketing strategies with an 160K customer database.
- Created 3 different RAG models to enhance LLM of AGCO with 5K net promotor score customer comments.
- Led the creation of Renault financial microsite from scratch, revamping customer leads by 300 monthly.
- Boosted Fubon Hyundai customer leads by 30% through process modifications and consent management.
- Optimized margin to $16K and allocated products to BirchBox subscription customers with a global optimality of 1%

ANALYTICS PROJECTS

Analyzing digital loan drop-out rate of Hyundai Capital (SQL, Google Analytics) : Implemented google tags within each main web pages of the loan process and tracked several months to review where and why customers left. Shared the result of over 50% of drop-out rate with cross functional teams to define root cause and improve the process.

Reporting Customer Profile of Renault Auto Financing (SQL, CRM) : Collaborated with Nielsen Co. to conduct quarterly based customer profile report for 160K customers. Segmented profiles by marital status and age reported with car type, financial product type, average duration and interest, purchase channel, and reasoning for purchase. Monitored focus group interview of 12+ customers to better understand customer view-point and implement in reporting.

Analyzing NPS comments to better understand AGCO customers (Python) : Based on 5K customer comments, utilized NLP methods like topic modeling, TF-IDF calculation, key-phrase extraction in Python to better identify patterns and trends in customer comments. Developed RAG(Retrieval Augmented Generation) model to update internal ChatGPT with summarized comments to deliver the insights derived from text analysis.
Link to code : https://colab.research.google.com/drive/1tzFKqyEooSMmSvxQITvirPn6RJa8sTHx

Proposing optimization model for BirchBox subscription service (Python) : Applied optimization model to allocate 5 random beauty samples to 1K customers in 14 segments and maximized the margin to $16K with global optimality of 1%. Modified the constraint with different assumptions and conducted price sensitivity scenarios to better support decisions.
Link to code : https://colab.research.google.com/drive/1Npq1k-gJmh_zDknTjgJeeKF4cw8BJV8w

Predicting Grocery Sales for Global Retail Chain, Kaggle Competition (Python): Based on 3M+ rows of grocery sales data, constructed machine learning model based on OLS, random forest and neural network to better validate prediction. Determined best model per R squared, MSE, RMSE, MAE and employed model to forecast 28K customer sales with accuracy of 90%.
Link to code : https://colab.research.google.com/drive/1i0DfV0XMJyD1NfPEuVqFCGSKusHFp7ay

PROFESSIONAL EXPERIENCE

Wisconsin School of Business Consulting Practicum, Madison, WI   Jan – May, 2024
Analytics Consultant; Project Sponsor: AGCO
- Conducting text analysis, organizing customer insights using Python to report by importance, product, region and brand to make actionable recommendations and improve customer satisfaction.
- Building interactive UI that interacts with AGCO ChatGPT allowing internal employees to ask questions about survey data and get responses back to better improve the service and the product.

Fubon Hyundai Life, Seoul, South Korea   Aug, 2022 – Jul, 2023
Data Sourcing Manager
- Managed consent rate by modifying application process, negotiating with counter parties, and running promotions, boosting total leads up to 30%.
- Led and co-worked with assistant to classify and allocate telemarketing campaigns by pull-through rate and maximized the efficiency up to 0.5% by changing data distribution policy from equal to performance based.

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Renault Financial Service, Seoul, South Korea   Sep, 2019 – Jan, 2022
Marketing Communications Manager
- Analyzed 30K expected 'end of agreement' customers using SQL and CRM program and implemented 6-3-1 retention program to increase repeated sales by 0.1%.
- Collaborated with Nielsen Co. to conduct quarterly based customer profile report for 160K customers.
- Directed implementation of digital advertisements and operated microsite creating 300 new digital customer leads monthly.
- Led communication with headquarters in Paris, France to align guidelines and report local status.

Hyundai Card, Seoul, South Korea   Feb, 2014 – Sep, 2019
Digital Channel Project Manager
- Initiated and designed branding app "Hyundai Card Weather" in collaboration with UX/UI specialists and promoted app in global market; received international design awards (Red Dot/iF/D&AD).
- Defined key business KPIs using Google Analytics to build dashboards for deriving analytical insights.
- Reviewed digital service KPI project drop-out rates and presented business insights with relevant teams for improvement.
- Coordinated Omniture/Google Analytics training workshops to coach ~4 teammates on analytical skills.

Hyundai Capital, Seoul, South Korea   Jan, 2013 – Jan, 2014
Online Advertising Marketer
- Managed and directed e-commerce financial products strategy such as credit and mortgage loans; led building of new dedicated call channel for mortgage loan customers, distinguishing leads and managing customer need tracking.
- Operated advertisement budget of $1M to promote financial products in web/mobile sites with simple consultation form and click to call function generating 1K+ leads.
- Optimized plans by analyzing relationship between leads and budget via SQL to focus on highest conversion potential leads.

Hyundai Card, Seoul, South Korea   Jun, 2010 – Dec, 2012
Pricing Analyst
- Devised and operated pricing system of Hyundai Card's financial products using SAS based on 4M customers with credit card type, risk score and financial needs to mitigate risk and increase profit.
- Developed automatic price-adjusting system to reduce monthly customer complaints regarding high interest rates.
- Reported financial product interest rate status by customer segment to government subsidiaries weekly, monthly and sometimes upon request in Excel format.

TECHNICAL SKILLS

Software and Tools: SQL, Python, R, AWS, Tableau, Power BI, Snowflake
Certificates: AWS Certified Cloud Practitioner (issued Jan,2024)

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI   May, 2024
*Master of Science in Business Analytics Candidate (*STEM OPT Eligible)
- Key Coursework: Machine Learning, Prescriptive Modeling and Optimization, Risk Analytics, Text Analytics
- **MSBA Poster Competition Winner (2024):** Optimized margin to $16K using Python and allocated products to Birch Box subscription customers with a global optimality of 1%
- **Excellence in Program Award (2024):** Awarded for excellence in coursework and leadership. Recommended by faculty members and peers.

Handong Global University, Pohang, South Korea   Aug, 2008
Bachelor of Communication and Management
- Key Coursework: Business Communication, Financial Management, Accounting, Journalism

ADDITIONAL INFORMATION

Languages: Korean, English
Visa sponsorship: I do not require H1B sponsorship now or in the future. I am eligible to work based on OPT and OPT extension for 3 years.

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I am always curious about people and data, eager to learn every day. I am an extremely hard-working and persistent person. Once I set a goal, I achieve it, no matter the challenges. I am very proactive and love to support people with professional (or personal) knowledge and skill set I possess. I am ready to explore any opportunities out there! Clifton Strengths are Achiever, Focus, Restorative, Responsibility, Relator.