

Andrew K. Leem

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EDUCATION

NORTHWESTERN UNIVERSITY

EVANSTON, IL

Bachelor of Science in Industrial Engineering and Management Sciences

Class of 2018

- **Cumulative GPA:** 3.3/4.0
- **Relevant Courses:** Statistical Learning for Data Analysis | Stochastic Models | Optimization | Supply Chain Modeling

PROFESSIONAL EXPERIENCE

CONCENTRIX CATALYST KOREA

SEOUL, KOREA

Digital Operations Consultant, Samsung Electronics Tagging Project

May 2023 – Present

- Oversee tagging initiative, server-side data supervision, and Adobe Analytics/Google Analytics Data Discrepancy Issues
- Engineered web tags for MX (Mobile Experience) functions and directed their lifecycle management
- Designed SQL schedule queries that automates data deletion protocols in line with Samsung Electronics' Data Retention Policy
- Implemented the newly architected SQL schedule queries across UA and GA4 datasets of approximately 100 global entities
- Led the pre-QA and assessment of Adobe Analytics and Google Analytics tags for Samsung's Flagship Models
- Increased the tag precision on the AEM page of each Galaxy Unpacked 2023 event product by 10 percent

GERSON LEHRMAN GROUP KOREA

SEOUL, KOREA

Data Analyst Intern, Client Solutions Operations

November 2022 – April 2023

- Conducted exploratory data analysis on company datasets and provided data-driven insights
- Developed a Python and Selenium framework to automate data collection, and streamline data operations for Korea Data Project
- Implemented a custom Python algorithm to identify and match Korean company names with unique GLG Ids, enhancing the accuracy of Mosaic database by 20 percent

LG CHEM LTD.

SEOUL, KOREA

Associate, Advanced Materials Development Procurement Department

July 2021 – November 2021

- Developed and managed a list of potential candidates for sourcing raw materials for Uniseal, Inc, USA, and LG Chem Company, to identify cost-effective and high-quality materials solutions
- Teamed up with Uniseal leadership to drive price innovation and optimize inventory and procurement processes for raw materials
- Generated \$3.5 million in cost saving for Uniseal

EXTRACURRICULAR ACTIVITIES

NUVI-LABS FOOD MENU CLASSIFICATION

SEOUL, KOREA

Data Scientist

May 2022 – June 2022

- Developed a Food Menu Recommendation model for school dieticians working at Nuvi-Labs, a Food Tech startup company
- Analyzed a Korean public dataset containing 600,000+ school food menus, designed a process that automatically classifies and labels each menu into five different meat categories (beef, pork, chicken, duck, fish)
- Pitched the KoBERT-based food menu classifier to CTO and reinforced the company's product development initiatives

CRYPTO CURRENCY PRICE PREDICTION

SEOUL, KOREA

Data Scientist

April 2022

- Assembled a pipeline with time series and sentiment analyses for cryptocurrency price direction prediction using LSTM
- Sentiment model recorded a 50% accuracy in predicting the price direction of Bitcoin
- Time series model recorded superior performance with 64% accuracy in predicting the price direction of Bitcoin

SNEAKER RESELL PRICE PREDICTION SERVICE

SEOUL, KOREA

Data Scientist

March 2022

- Analyzed a sneaker resell platform dataset from the 2019 StockX Data Contest and stored the dataset into an SQLite DB
- Developed sneaker resell price prediction models using Linear, Random Forest, XGB boost, LightGBM and Ensemble
- Ensemble model produced the best result at a 95% accuracy for resell price prediction
- Devised a flask web app for allowing users to predict the resell price of sneakers

SKILLS AND INTERESTS

- **Languages:** Native in English and Korean
- **Technical Skills:** PYTHON | SQL | JavaScript | AMPL | R | SIMIO | MATLAB
- **Interests:** Stock Investing | NBA | Sneaker Collections | Distance Running | Biking | Traveling